



**The CMO's Guide to
Winning the
Hyperlocal
Marketing War**

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Introduction

Many firms advertise on a city or area-wide basis, yet this isn't entirely local enough. So, to find new clients, some advertisers go the extra mile and zoom in to focus on just a few blocks — or even a few streets.

These “hyperlocal” advertisers aren't inadvertently harming themselves or focusing too narrowly; they're focusing on potential customers precisely where they are - at home, at work, and in their neighbourhoods' local retailers.



Hyperlocal marketing targets potential customers in an exact, geographically limited area, sometimes as narrow as a few blocks or streets, to attract people searching for “(keyword) near me” on their device.

In this guide, we will look at hyperlocal marketing—what is it, why it's so effective, and, most importantly, how to make it a success.

What is Hyperlocal Marketing



What is Hyperlocal Marketing

Today, many organisations use search engine optimisation (SEO) to target specific geographic areas. But, on the other hand, SEO isn't adequate if you want to raise brand awareness and attract attention from local audiences.

“Hyperlocal Marketing” is the answer to this problem.



Using hypertext keywords and on-page optimisation, you can increase foot traffic in your neighbourhood.

Search engine optimisation is taken to a micro-level with hyperlocal marketing. Google's new algorithmic push focuses on a person's current NAP, or Name, Address, and Phone number, to provide highly personalised responses to simple requests like “closest ATM near me” or “restaurants near me.”



What is the Purpose of a Hyperlocal Marketing Campaign?

Hyperlocal marketing's main goal is to increase foot traffic to real venues and capitalise on near-me searches with high commercial intent.

In the past two years, search queries for “where to buy” + “near me” have surged by more than 200% with more than half of them leading to a physical store visit. Local searches account for up to 46% of all Google searches. Over 50% of all ‘near me’ searches result in a visit to a brick and mortar business.

Moreover, before going to the store, 74% of in-store customers look for information about the store, such as the nearest store, locations, in-stock items, hours open, directions, and contact information. If customers see search result information relevant to their search results, 70% of shoppers will visit a physical store.

Although ‘near-me’ searches are still popular, developments in search technology are changing the way people look for local businesses. Even when they don't express that they're looking for local results, many consumers increasingly anticipate local search results to take precedence over larger results.



Important Ranking Signals for Hyperlocal Search Results



Important Ranking Signals for Hyperlocal Search Results

When it comes to ranking signals for hyperlocal searches, there are few things we truly know, as with anything related to SEO. However, we do know that several specific factors are critical.

Many people assume that when Google serves results, it will automatically take their location into account. One of the largest **eCommerce trends** to watch this year is **“research online, purchase offline,” or ROPO**, likely driving more interest in and demand for regionally-tailored search results.

The popularity of hyperlocal marketing has coincided with the rise in ‘near-me’ searches over the last few years.

However, increased mobile device penetration isn’t the only reason driving interest in location-based search results.

For some years, **Google has intentionally structured local search, emphasising fewer, higher-quality Google Maps results for near-me searches** and providing “near me” suggestions in the “Searches related to...” recommendations at the bottom of the SERP.

Google has begun displaying additional results in a “Discover more places” area of the SERP on several pages, including desktop searches as of last year. This feature was previously exclusive to Maps results on mobile devices.

What Factors Influence Hyperlocal Search Results the Most?

When it comes to ranking signals for hyperlocal searches, as with anything related to SEO, there are very few things we can say with certainty.

We do, however, know the importance of a few specific factors:

1. A comprehensive Google My Business (GMB) listing

One of the most critical measures you can take to improve your exposure in local search results is to make sure your Google My Business listing is as complete as possible.

The majority of the information Google delivers to consumers in local searches and Google Maps results come from Google My Business listings, formerly known as Google Places.



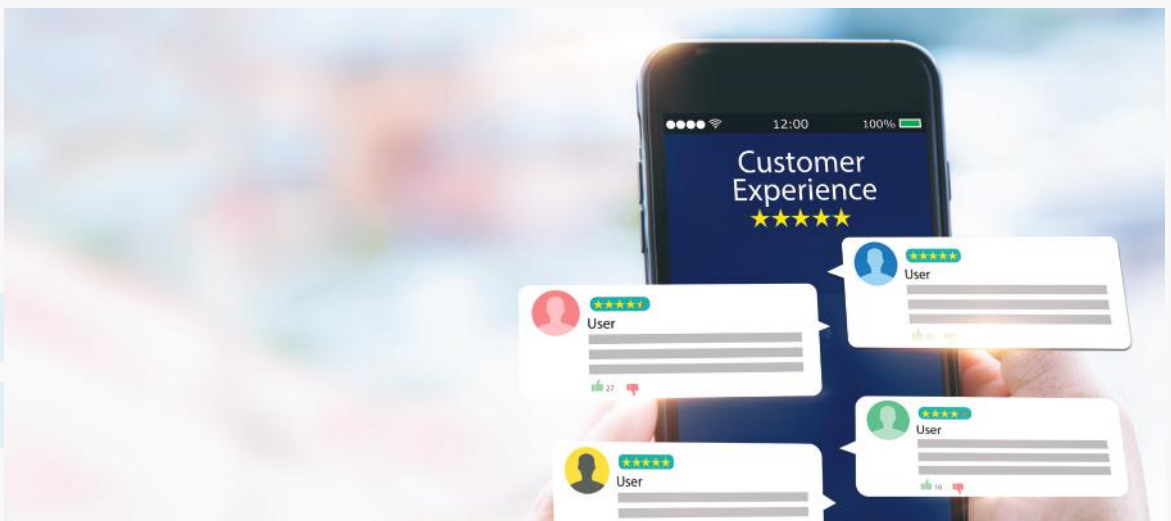
Many of the details that display individual business listings in Maps results, such as opening hours and address, and the cool tiny Knowledge Graph-style data points like when a business is busiest, are included in this.

2. Customer reviews

Many small business owners understand the power of **word-of-mouth** marketing. However, when it comes to hyperlocal marketing, consumer testimonials and reviews can be some of the most powerful tools.

Customer reviews are thought to be one of the most crucial signals in hyperlocal marketing; therefore, they're essential if you're taking the hyperlocal approach.

According to 2020 survey results on the Advice Local blog, **review signals are thought to account for around 17% of how Google chooses to display local search results in the “Local Pack” results.**



Types of Hyperlocal Marketing Services



Here are some types of hyperlocal marketing you can avail of:

1. Traditional hyperlocal marketing services

Just concentrating your efforts in a specific area doesn't mean you can't be creative and try out classic marketing techniques as fire starters.

By forming alliances with non-competing businesses, you can meet your neighbours on the field. Introduce yourself. Consider cooperative initiatives ranging from street fairs to coordinated events to find methods to mesh your business models.



2. Hyperlocal guerrilla marketing services

This form of marketing is influenced by unconventional activities that are so different from the norm that they tend to outsmart the adversary.

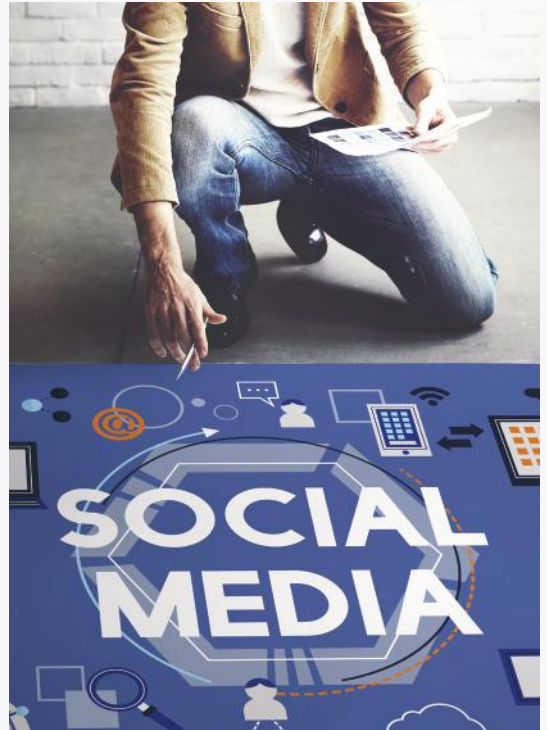
Guerrilla marketing is a perfect fit for every hyperlocal marketing strategy, and it's doubly robust because the tactics are unconventional and adapted to the local campaigns.

4. Hyperlocal social media marketing

Hyperlocal social media marketing is carried out specifically for local businesses to attract more people to their stores. According to Hootsuite's research, "The Global State of Digital 2021," **about 45% of internet users use social media to search for brand information.**

With Gen Z customers, the number is even higher. This behaviour demonstrates the significance of social media in a buyer's decision-making process.

Simultaneously, brands are increasingly required to connect with their customers locally to increase their perception and trust. Hyperlocal social media marketing allows you to engage with potential clients in a specific geographic area.



ProManage helps businesses to manage their single/multiple locations under one digital canopy by potentially offering discoverability, credibility, engagement and intelligence to the listings of brands across multiple platforms and directories to capture the hyperlocal opportunities.

Contact ProManage if you want to stay one step digitally ahead to capture the nearby market.

Benefits of Hyperlocal Marketing



The **cost-effectiveness of hyperlocal marketing is one of its most significant advantages.**

Because the plan is localised, you'll only have to spend a small fraction of your marketing budget to reach a specific demographic.

It prevents you from wasting your limited advertising budget by reaching out to people who are unlikely to visit your store.

In addition, **hyperlocal marketing has a high return on investment.** For example, those who search for 'near me' searches are usually looking to buy something.

That means you won't have to spend as much time and money convincing them to convert. Second, it is less expensive to optimise your business for specific local queries.

In essence, the cost of getting leads is much lower, and a higher percentage of those leads will convert to sales in hyperlocal marketing.

Finally, hyperlocal marketing is less challenging to handle. You don't need a large marketing team to keep track of performance data. Because the campaign targets a specific market segment in a limited geographic area, it is far less overwhelming than larger campaigns with gazillions of data.



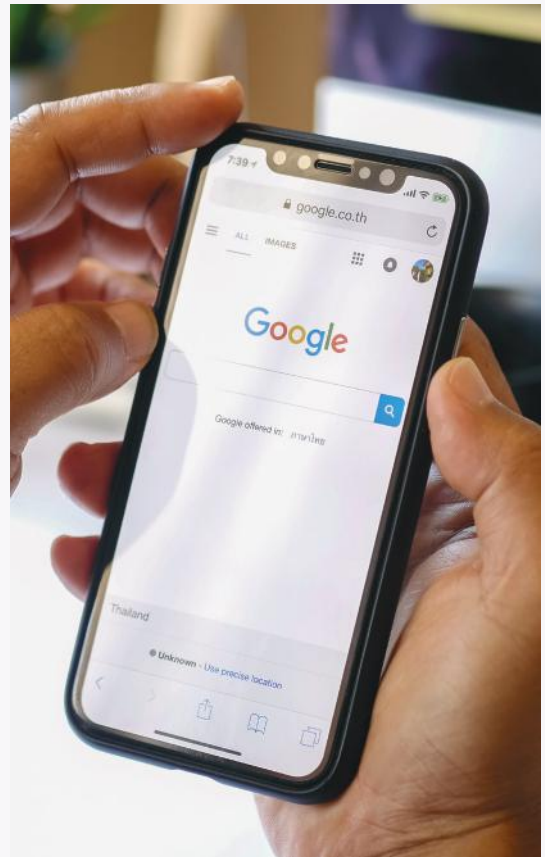
How Overlooking HyperLocal Marketing Could Impair Your Marketing Strategy

Here are three major ways how ignoring local marketing could be a costly error for your business:

1. The hyperlocal expectations of search

According to **Moz's Local Search Ranking Factors Survey**, the proximity of a company's address is the most crucial ranking indication for Google's local pack results.

Furthermore, according to Google research, location inquiries account for nearly **one-third of all mobile searches**, which explains why the top listings on practically every Google search engine results page (SERP) are those nearest to the searcher.

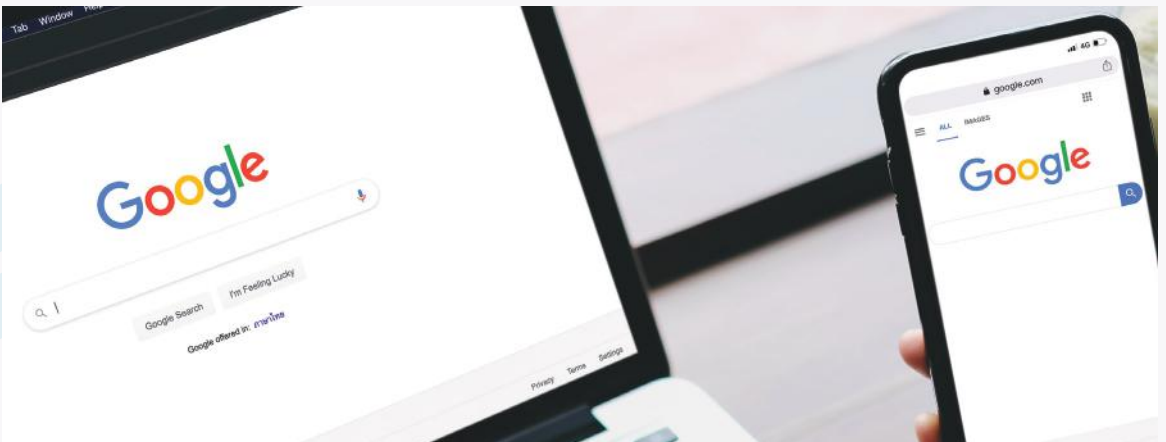


2. Monitoring behavioural data can lead to tangible outcomes.

Surprisingly, most businesses haven't even attempted to claim their listings on the most popular search engines. And this has a negative impact on their search engine rankings. When a potential buyer can't find a brand's information on the Internet, it impacts the customer's experience.

In terms of insights, connected devices have given local

advertisers access to more data than ever before. Beyond location-based targeting, you can now use the data to uncover behaviours and patterns in the prospective customer's movements. This implies better routine and behaviour-based targeting, higher conversion rates, and a higher return on your digital marketing investment.



3. Hyperlocal Marketing as Part of a Larger Marketing Approach

Many businesses consider local marketing to be a hassle and prefer the “set it and forget it” approach, which entails claiming a few listings and then moving on to other marketing activities.

On a local level, this is a missed chance for brands to effectively combine their online and offline marketing activities. In theory, each location should have its own SEO, content, and social plan, all of which should be integrated into a brand’s overall marketing strategy.

If you haven’t looked at your local digital strategy in a while or have not revisited it lately, now is the time to do so. With Google valuing proximity, voice search has an impact on results, and more queries being made on mobile devices, businesses without a local digital strategy may be leaving the opportunity open for the competition’s taking.

Promanage’s hyperlocal digital expertise can grow your local business. Increase your discoverability in local searches!



Get your listings optimized by using **Promanage** to upload several content across multiple locations for customers to find your business in local search results.

Problems with Google My Business Listing and Preventive Measures



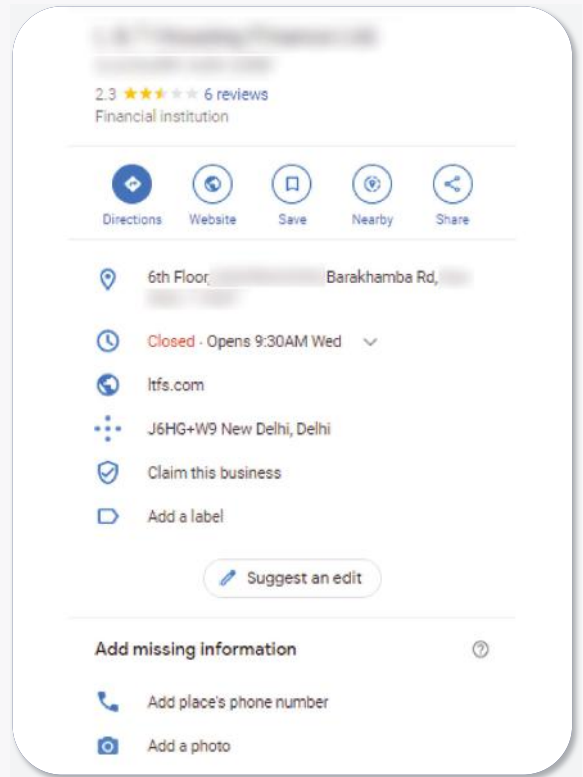
Problems with Google My Business Listing and Preventive Measures

We'll go over some of the common reasons why your Google My Business page might not be giving you the best return on your (free) investment.

1. Google My Business page is incomplete

Businesses can use their GMB listing to advertise themselves in a variety of ways. Of course, the essentials must be included, such as the firm name, contact information, website URL, operating hours, etc.

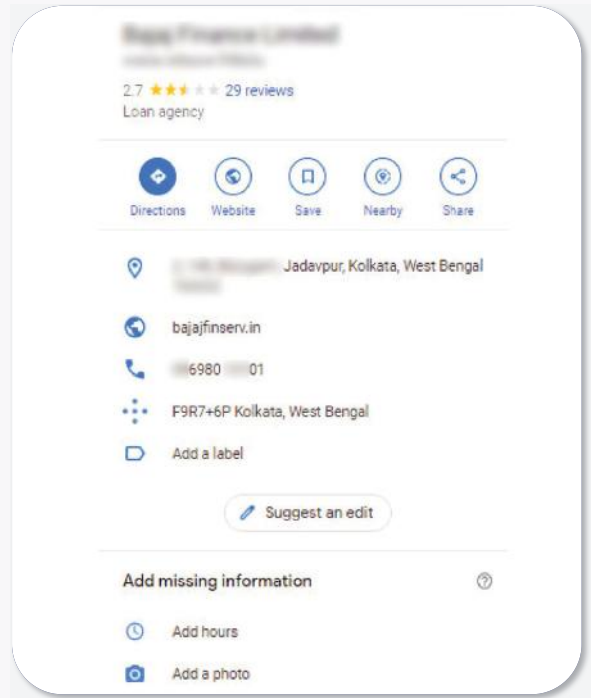
Make sure every area is filled out and that you've linked every relevant social profile or piece of information regarding your brand. Be as specific as possible and leverage SEO so that your target customer may easily find you online.



2. Google My Business has little or no photos

GMB is an excellent way to show off your services to prospective customers. You may generate more leads by displaying your work in your GMB listing, especially if you offer any kind of tangible services or goods.

Keep in mind that using a relevant Alt Tag in your image title can help you rank higher in searches. Also, the photos should clearly highlight your offerings and be very relevant.

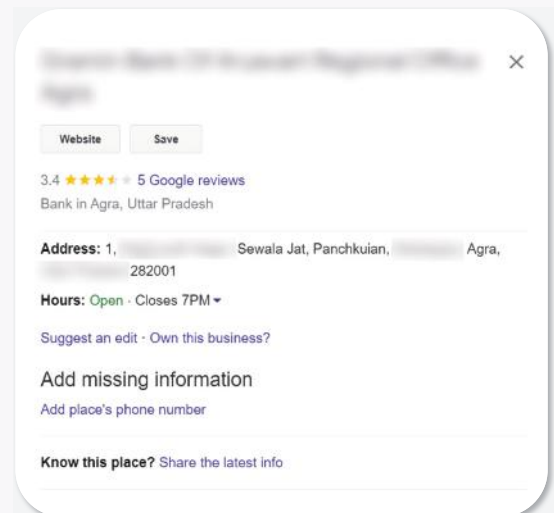


3. Google My Business information is outdated

Managing your company's digital footprint must be a part of your marketing strategy regularly, yet many companies forget this crucial step. If you go to the work of creating a GMB page and then leave it on autopilot, it won't help your business.

After you've finished your profile, create a strategy to update it regularly with new information like change in

phone number or email address, images, and videos to keep it current and engaging.



4. Google My Business listing is stuffed with Keywords

The importance of keyword research in moving up to the Google Local Pack cannot be overstated. The same keyword research that you do for your website content should be applied to online directories.

However, problems arise when firms jam keywords into their listings. Stuffing essentially entails cramming keywords into too many locations in ways that feel spammy. Google can smell these tricks from a mile away, and using them will impair your rating.

5. Too Many Google My Business Listing

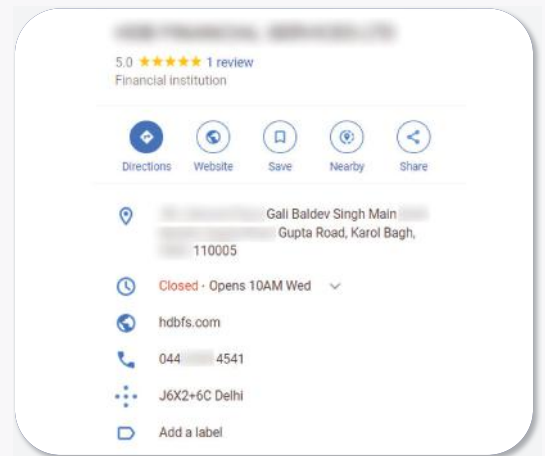
If your company has numerous locations, there is always a right and wrong way to put up multiple listings. If you have many locations, each of which is set up separately, the way your information is shown in the local map pack becomes confusing and inconsistent.

When it comes to ranking sites for search engines, Google prioritises user experience, so make sure your listings clearly express your location without causing uncertainty. To learn more about building listings for many locations, carefully read Google's directions for setting up [Google My Business for chains](#).

6. Google My Business page is lacking reviews

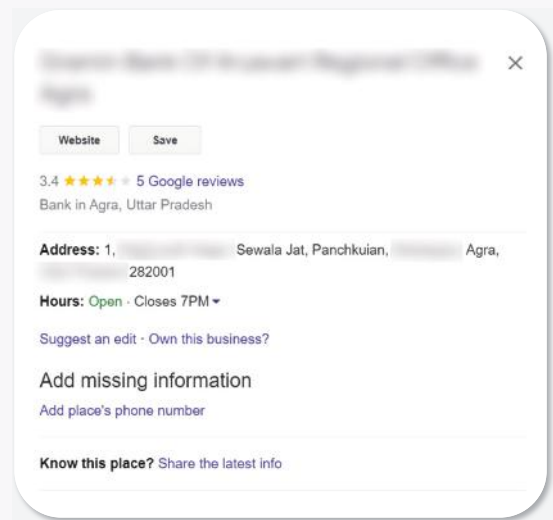
The majority of customers conduct research on products and services before contacting a company. The majority of searchers go straight to Internet reviews. People want to hear from actual customers about their experiences dealing with you before deciding whether to do business with you.

If a prospect is looking for solutions to problems that your company can handle but your GMB page lacks online evaluations, the prospect will most likely choose a competitor who does. So keep your listing updated with the latest and honest reviews from your customers.



7. Not posting new content regularly

Google My Business has a feature that allows sharing content within your listing. This is similar to posting content to a social media feed in several respects. Many services allow you to automate and schedule posts to GMB at the same time that you do to your other social media accounts.



While uploading new material may not directly affect your ranking, it will have an impact on your brand's relevancy, authority, and overall first impression on potential customers.

How Can ProManage Help You Get More Out of Your Google My Business Listing

It's 2022 and every offline business MUST also be online! To simplify that transformation, ProManage comes with a host of custom-built features that can make updating and managing Google My Business listings a breeze for businesses of all sizes.

What Makes ProManage Your One-Stop Solution

- Optimize your online presence through Google My Business listings from a single, easy-to-use dashboard.
- Manage, edit, update... 1 store or 100s or 1000s across locations at once. It's a breeze!
- Get improved visibility in online search results – get more calls, enquiries, and store visits.
- Manage customer reviews and feedback from the dashboard.
- Respond and engage with customer requests with a unique Business Virtual Number and easy call source tracking.
- Single dashboard to track your ROI and draw actionable results.



Get a custom audit of your Google My Business Listing done by ProManage - One of Google's Trusted SME Partners.

**For sales enquiry:
sales@promanage.biz**

Different Strategies to Make Hyperlocal Marketing Strategy Successful



Different Strategies to Make Hyperlocal Marketing Strategy Successful

One of the most popular digital marketing techniques has targeted local consumers in recent years. But on the other hand, many professionals prefer hyperlocal marketing over anything else because of the powerful, incomparable outcomes it can provide.

1. Boost the visibility of your Google My Business (GMB) page

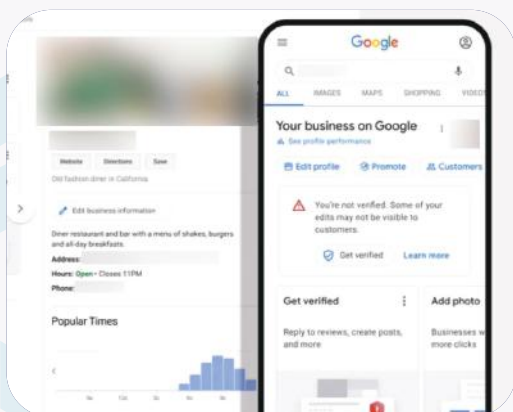
Although this may seem obvious, many small businesses overlook it. When people search for local businesses, the first results are usually GMB links with information, including contact information, overall ratings, business hours, and customer reviews.

Given the competition, it's undoubtedly time for businesses interested in catering to local audiences to learn and hone these hyperlocal marketing techniques:

To appeal to a hyperlocal market, you need to fill out the GMB page and claim ownership of the listing. Include a unique business description that includes relevant keywords and your major business category.

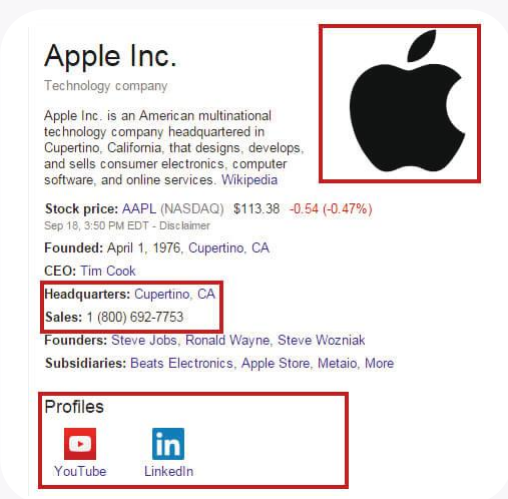
Double-check details like your phone number, office address, email address, business name, etc., since these must match the information on your website or social media pages.

You should also include high-resolution images of your brand's banner and photos of your office or team if you have any.



2. Add schema markup to structured data

Schema markup is a microdata language that tells search engines like Google, Yahoo, etc., what your site content implies and helps them display it more user-friendly in search results. This is useful for any content from any business, including recipes, event details, movie reviews, and software reviews.



Google must identify your business as a local one for your hyperlocal marketing plan to work. Again, structured data markup on your website pages comes in helpful here. Therefore, list your company's information, including its name, address, phone number, hours of operation, social networking logos, etc.

Using a Structured Data Testing Tool is an excellent approach to protect against potential issues and reduce the number of errors and warnings in your Structured Data tags.

3. Using a defined radius or zip codes for sponsored search targeting

Paid search targeting for a collection of zip codes or a geographic radius, regardless of the size of your company, enables you to target any location you want granularly and become locally relevant. It's an excellent way to make the most of your SEO campaign.

This sort of paid search targeting only shows your advertising to those who live within a certain radius or zip code. You might also select to target customers depending on their walking distance from your business. Simply identify the type of audience you wish to reach, and then track the performance of your ads by zip code.

4. Build up local reviews

Testimonials from local buyers and customer reviews can significantly impact your SEO score for local searches. In fact, 88% of shoppers use local reviews to help them decide where to buy.



This allows you to allocate additional ad spending to performing well locations.

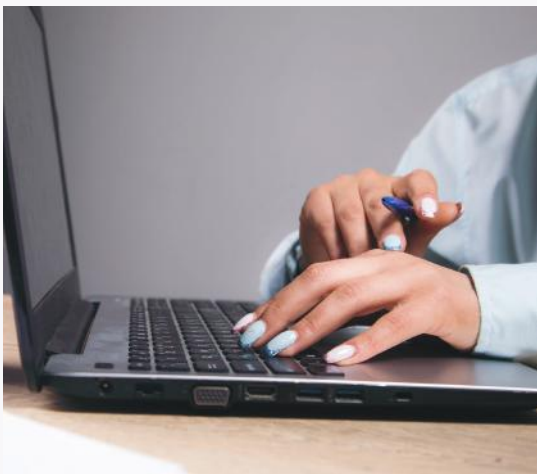


The more favourable reviews you have, the greater your local brand authority and the more likely you are to gain customers. You can ask each new buyer to post a review by sending a friendly email or a social media message. Then, because most customers will not react in one go, send a couple of follow-up emails.

For instance, you can give a discount voucher or free shipping in exchange for a review to entice them. Think of a few ways to persuade your customers to post a review for you.

5. Create hyperlocal content

Creating content that local customers want will help you engage them and develop two-way interactions. Whether it's through blog posts, fun quizzes, or videos, you would like to resonate with your customers enough that they remember you the next time they make a purchase decision,



Determine which local keywords you can use in your content marketing strategy. For instance, **to increase engagement, including local dialect in your content.** This will also help your brand's acceptability as a community member.

Another method is to mention the local landmarks, festivals, or events that would be of interest to a hyperlocal target audience.

Assume you are unfamiliar with the hyperlocal area you are attempting to reach. In that situation, you can collaborate with local content creators familiar with the local population's interests. Also, keep an eye on the content that your local competitors are churning.

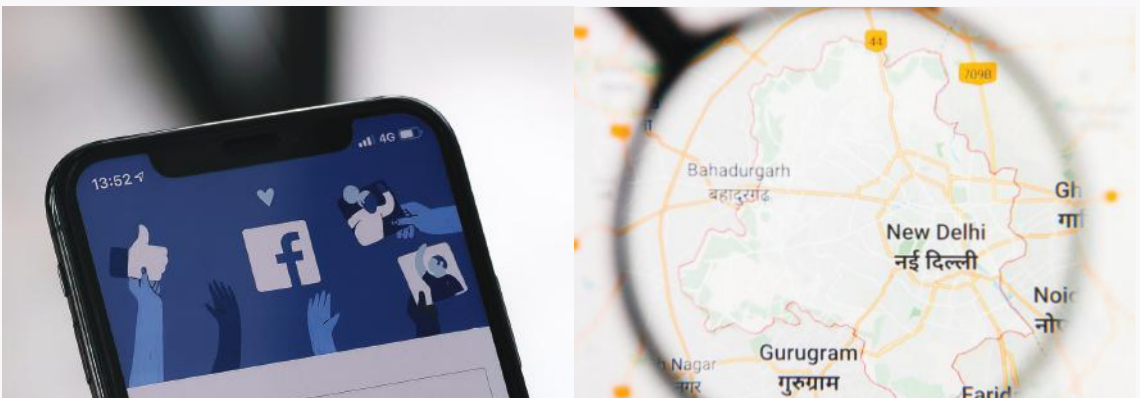
6. Use Facebook advertisements to target a certain audience or region

Regardless of industry, social media is a great way to convey focused messages to people in the local community. Facebook Advertising is the best way to proceed in this regard. There must be a strong reason for Facebook advertising to have increased by almost 680% since 2010.

You can also provide instructions so that customers who click on the advertisement can use Google Maps to find your physical business establishment (if any), increasing foot traffic.

What's more, several Facebook users permit Facebook to follow their movements by IP address,

which means they'll be able to see your business whenever they're in your region.



7. Make sure your contact information is prominently displayed

Your company's contact information is probably the most important aspect of GMB optimisation. This allows potential consumers to contact you while making you a more tangible presence in their minds, making them more likely to buy from you.

In your site copy, employ location-based keywords that individuals in the hyperlocal area could look for, such as 'medical shop near Central Park' or 'café near Taj Mahal.' Furthermore, include your contact information on every page of your website, preferably at the bottom. With a click-to-call option, customers may contact you directly from your website. Alternatively, you may include a live Google Map on your website.

While the above way helps, paid search is fine for the initial phase and getting customer. However, it should not be a huge part of your marketing as it adds to the costs which can be spent better elsewhere. Hence organic search is the best bet which includes GMB listing, appearing for local searches, positive review, among others. It will certainly provide you with long-term value, and the results can last longer than you can expect.





The Takeaway



The Takeaway

It doesn't take a genius to see how transformative hyperlocal marketing can be for any organisation. Most of these tools and techniques succeed because they were created specifically for people trying to improve their hyperlocal marketing game. With a well-thought-out hyperlocal marketing approach, you can increase your local presence, drive more website traffic, and take your business to the next level.

In addition, you have the opportunity to develop a local community and show off your brand to a smaller group of people before scaling target cities and regions effectively.

ProManage assists businesses with hyperlocal discovery, resulting in a more substantial online presence and increased visibility in relevant searches.

At ProManage, our tool assists your businesses in optimising the GoogleMyBusiness listings so that your business appears at the top of searches for your products or services, particularly for 'near me' searches.

We offer a service that allows you to optimise and scale your web presence so that potential customers may find you more easily.

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