



Casual Restaurant Chain

BUSINESS LOCATOR
LOCAL LISTING MANAGEMENT

———— **CASE STUDY** ————

By Where2GetIt

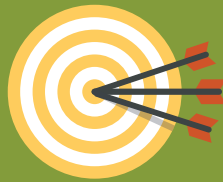
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WHAT YOU'LL FIND



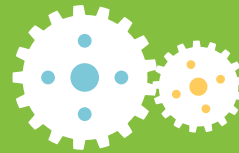
CLIENT BACKGROUND

A national fast casual restaurant franchise chain with approximately 2,000 locations across the continental US.



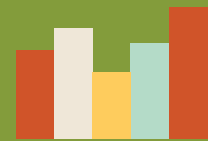
CHALLENGES

- ▶ Attract new customers
- ▶ Increase sales and traffic
- ▶ Improve online findability
- ▶ Consistent branding across all online digital channels



SOLUTION

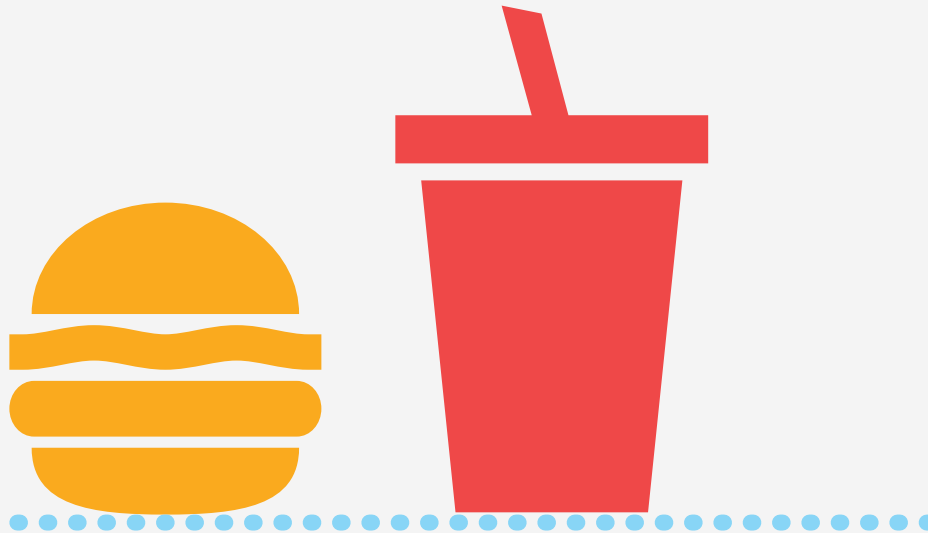
- ▶ Business Locator technology + Facebook Integration
- ▶ Business Listing Management
 - Local Claiming
 - Local Data Syndication



RESULTS

- ▶ Nearly 2,000,000 location searches per month
- ▶ Locator: >1,300 likes & 90,000 impressions per month
- ▶ FourSquare: 1.3 million check-ins per year across all locations

BACKGROUND



CLIENT BACKGROUND

A national fast casual restaurant franchise chain with approximately 2,000 locations across the continental US.

CHALLENGE

The company sought to improve online findability as well as provide a consistent branding experience across all online digital channels for its restaurant locations to attract new customers and increase sales.

HOW WE HELPED

SOLUTION



In order to help the company solve its challenges, the Where2GetIt (W2GI) team took a three-prong approach:

First, the team implemented its **Business Locator Solution** on the company's website to improve local restaurant findability. The locator enables customers to easily find nearby locations. The W2GI Business Locator Solution supports **Desktop, Mobile and Tablet devices**, delivering the **optimal user experience**. The W2GI solution detects user's IP address to determine the nearest restaurant location from the point of search. Location information such as address, phone number, amenities, and special promotions are readily available to the user via the locator solution. It also allows customers to send driving directions via SMS or email. W2GI also implemented a **Facebook Like button** for each location on the Business Locator, enabling easy **social engagement** with the brand.

Secondly, to increase local visibility and exposure for each restaurant location, W2GI integrated its Business Locator Solution into the company's Facebook page. This capability allows users on Facebook to easily find nearby restaurant locations without leaving Facebook.

Finally, to ensure a consistent branding experience and increase local visibility, W2GI claimed and optimized all **restaurant location listings**

on **Google Places** and **Foursquare**, and **syndicated** all location data to core data providers.

RESULTS

With W2GI's **Business Locator** Solutions and **Local Listing Management**, the brand achieved the following milestones over the past twelve months:

1. The Facebook Like integration with the Business Locator has delivered more than **1,300 likes** and more than **90,000 impressions** every month, increasing brand exposure among consumers Facebook friends.
2. Claimed Venues on Foursquare have generated on average **61 check-ins per month** for each location, totaling **1.3 million check-ins** per year across all locations. Google Places listings see an average **6% monthly action rate**. The action rate represents the percentage of users who interacted with the listing after an Impression. Google Places had a strong visibility and findability impact for the local restaurants.
3. The company's customer-centric approach to local marketing has not only helped them improve findability, it also ensures that customers can find a restaurant with specific amenities, such as a drive-thru window or playgrounds. Local audiences have the benefit of a more **local experience** with the national brand. W2GI Locator technology is delivering an average of nearly **2,000,000 location searches per month**.

In conclusion, using W2GI Locator technology and services, the company delivers a consistent branding experience to customers across all locations, resulting in a measurable increase in traffic.



WHERE2GETIT

LOCAL MARKETING FOR NATIONAL BRANDS

Hope that was helpful!

**For more tips on Local Marketing,
please visit our Knowledge Center.**

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