

SOCi Helps Franchises Reach Their Local Audience on Social

BY JACOB CHAPPELL

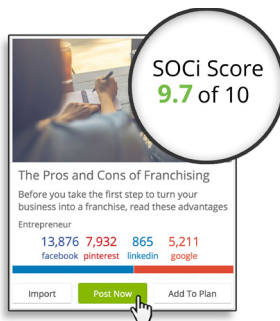
COMPANY BIO

SOCi is the leading solution helping franchises control their brand message and leverage social media to increase their brand reach and engagement.

SOCi's proprietary content scoring technology shows social media managers content proven to engage targeted audiences. The platform streamlines social media management; enabling social media marketers to manage 100s, even 1000s of accounts.

By now you're probably aware that consumer engagement with brands on social media is at an all time high. In fact, nearly 4 of 5 consumers and potential franchisees now state that social media affects their daily purchase decision. What you may not be aware of is that most of the activity is not happening at the national page level, but rather at the local franchise page.

Over the last couple of years a gradual shift in behavior has made the local stores the hub of engagement. Facebook has become the #2 search engine app for local businesses on mobile, and is now the #1 review site for your local stores. However, most brands have not caught up to this phenomenon, and have left management of their hundreds or thousands of local pages to their local managers. Without proper oversight and assistance to their local pages, those brands are costing themselves hundreds of local search opportunities a day, and also potentially putting their brand at risk of mismanagement.



Capturing Local Search Opportunities

Facebook has its own methodology for ranking local businesses that is completely independent of the Google algorithm. Amongst these factors is whether the local page is active and engaging. Unclaimed or inactive Facebook pages rank lower, and as a result may be missing

hundreds of searches daily for their product or service.

Take as an example a simple search for "Pizza San Diego" on Facebook. While we had expected to get a string of national chains in the results, to our astonishment, it took 36 search results before finding the first national brand, 97 results before the second, and 319 results before we saw the third!

The reason that these monster brands are not showing up in the Facebook search is because they are only speaking to the Nation

through their corporate page, instead of posting to all their local pages. This gives more active local pages an opportunity to attract customers (or franchisees) through social media.

Brands need to adopt a strategy where they are posting to all location pages. This can be done very simply with technology like SOCi that allows you to push content to all locations with a simple click of a button. To further elevate your local game, you should post at local peak traffic times and try to regionalize or localize your content. Once again this is easily accomplished with a platform like SOCi built for this type of use case.

Protecting Your Brand

You have worked very hard to create the goodwill associated with your brand name, often spending millions of dollars in advertising and image shaping. Yet, you now have hundreds or thousands of individual franchisees imputing their own personalities and interests onto the brand. This has a risk of damaging your brand, and your ability to recruit new customers or franchisees.

Brands must help keep local pages on-brand and interesting. This may be a decision to post on behalf of their locations, or to share common libraries and assets with them to help them easily stay on brand. Technology solutions such as SOCi exist to help multi-location brands efficiently deploy brand positive messaging across multiple pages, and empower franchisees with local libraries of content from which they can quickly get ideas and assets. Furthermore, workflow technologies like SOCi allow you to moderate post scheduling across multiple locations, and to deliver feedback and ultimate control over messaging.



Let SOCi Help!

Social media is not like a website—the content and conversations are always evolving. Succeeding at social media across dozens, hundreds or thousands of locations requires sophisticated software. You need an enterprise platform that delivers all of the functionality under a multi-tiered

permissions system that allows you to give different controls to different parties. Your platform should include content intelligence, content library, analytics, peak traffic time scheduling to the four major networks, listening and responding capabilities, campaign creation tools and a robust reporting suite. ■

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