

From Print to Digital and Beyond: The Power of Location Data

PRESENTED BY:

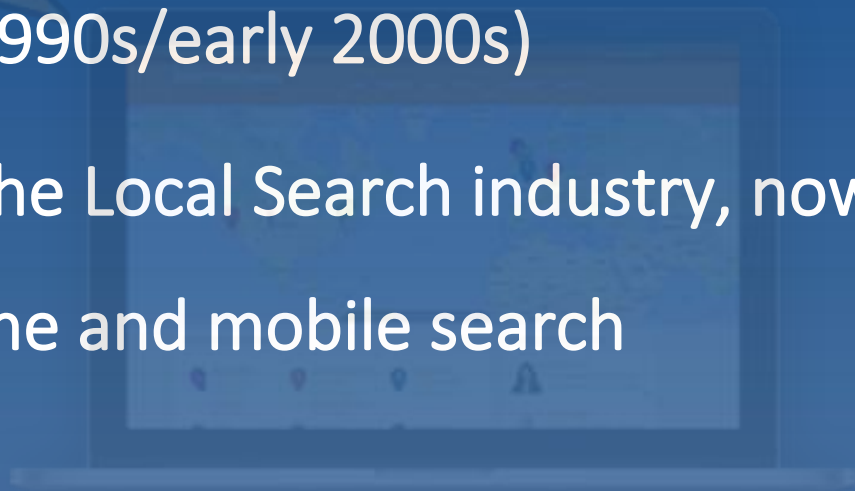
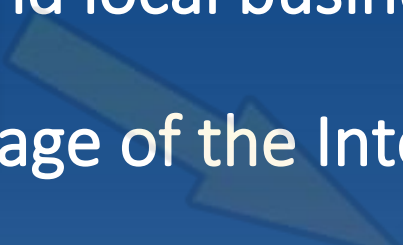
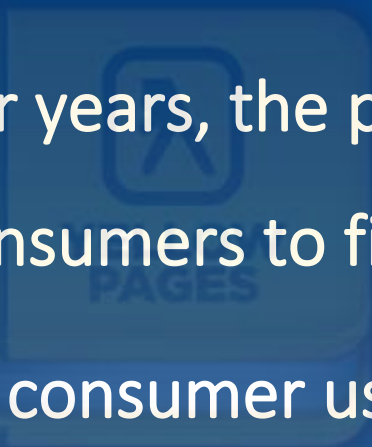
Universal **Business** Listing





From Print to Digital

- For years, the print yellow pages was the main path for consumers to find local businesses
- As consumer usage of the Internet grew, print yellow pages moved online (late 1990s/early 2000s)
- This was the beginning of the Local Search industry, now a major component of online and mobile search





Search Engines and Local Listings

- Google and other search engines began creating mapping and navigation products
- Next, local listings were integrated into organic search results
- Today, organic local listings and directory listings compete for top ranking in search results





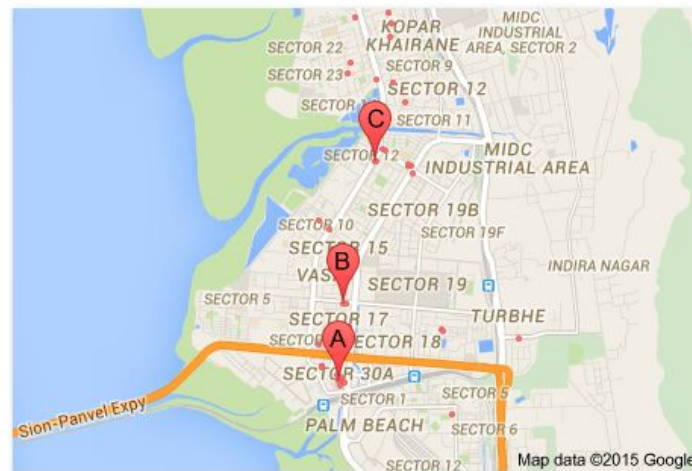
Search Engines and Local Listings

Search on Google India for “sports goods navi mumbai”

About 6,43,000 results (0.55 seconds)

<p>Wildcraft www.wildcraft.in 4.5 ★★★★★ 35 Google reviews · Google+ page</p>	<p>A No. G36, Ground Floor, Inorbit Mall, Next to Vashi Station, Vashi Mumbai, Maharashtra 022 2781 8216</p>
<p>EVEREST CYCLE CO. www.everestcycle.com 4.2 ★★★★★ 5 Google reviews · Google+ page</p>	<p>B Shiv centre Sector 17, Vashi, Navi Mumbai, Maharashtra 022 2789 8888</p>
<p>PRESTIGE AQUA SYSTEMS www.prestigeaqua.com Google+ page</p>	<p>C India 099677 73355</p>

Map results for sports goods navi mumbai



Map for sports goods navi mumbai

Sports Goods Dealers in Vashi, Mumbai, Sports Item Dealer ...
www.justdial.com/Mumbai/Sports-Goods-Dealers-%3Cnear%3E.../ct-133...
Sports Goods Dealers in Vashi, Mumbai Find Sports Item Dealer Phone Numbers , Addresses, Best Deals, Latest Reviews & Ratings. Visit Justdial for Sports ...

Sports Goods Dealers in Nerul, Mumbai, Sports Item Dealer ...
www.justdial.com/Mumbai/Sports-Goods-Dealers-%3Cnear%3E.../ct-133...
Sports Goods Dealers in Nerul, Mumbai Find Sports Item Dealer Phone Numbers , Addresses, Best Deals, Latest Reviews & Ratings. Visit Justdial for Sports ...

Sports Goods & Accessories Dealers in Navi Mumbai
yellowpages.sulekha.com/sports-goods-accessories_navi-mumbai_mumbai
Sports Goods & Accessories Dealers in Navi Mumbai - Get best price quotes from Sports Accessories in Navi Mumbai, Sports Stores Navi Mumbai, Sports ...

Sports Shop in Navi mumbai, Mumbai | Buy sports items ...

Google Local “Three Pack”

Local Directories





The Role of the Business Website in Local

Wildcraft
www.wildcraft.in
4.5 ★★★★★ 35 Google reviews · Google+ page

EVEREST CYCLE CO.
www.everestcycle.com
4.2 ★★★★★ 5 Google reviews · Google+ page

PRESTIGE AQUA SYSTEMS
www.prestigeaqua.com
Google+ page

Map results for sports goods navi mumbai

A No. G36, Ground Floor, Inorbit Mall, Next to Vashi Station, Vashi Mumbai, Maharashtra 022 2781 8216

B Shiv centre

C India 099677 73355

Website links in Google "Three Pack"

- Business websites often can't compete in organic search with local listings and directories, but are critical within local profiles

Emergence of Location Marketing

- For small businesses and international brands, location marketing became a critical marketing activity
- Businesses need to control how they are represented in directories, search sites, and mobile apps
- Missing or incorrect information in local search leads to lost business; engaging content wins customers





The Problem with Local

- Local data is compiled from multiple third party sources
- Without direct business owner participation, as much as 40% of online listings are incorrect or incomplete
- Consumers will visit your competitor if they can't find accurate information about you online



Marketing Starts at the Storefront

Businesses know how critical a problem it would be if their storefront signage was misleading or incorrect.



Brodie Food Mart



Hillsdale, from "Back to The Future"



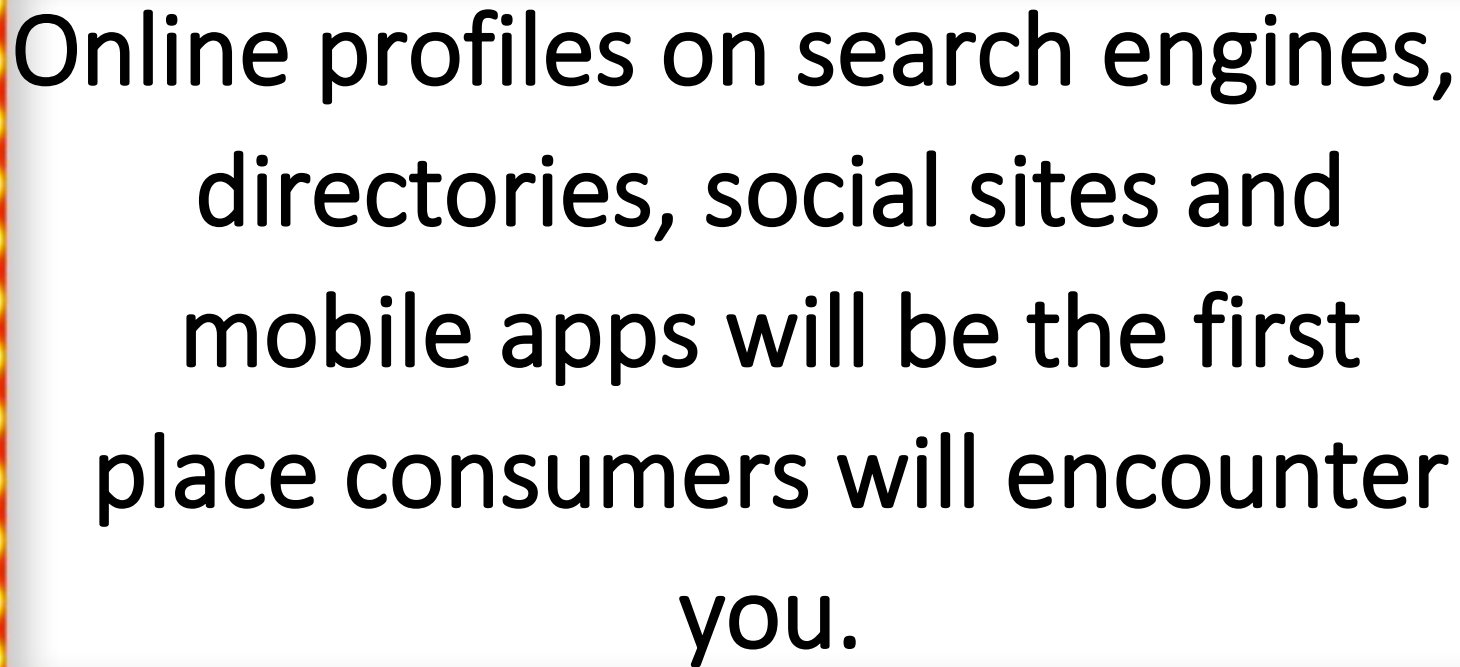
Dynasty Buffet



Elmhurst
Emergency &
Trauma Center




Now Your Storefront Is Online



Online profiles on search engines,
directories, social sites and
mobile apps will be the first
place consumers will encounter
you.

Your Online Storefront: Google Plus

Google+ Kuta, Bali, Indonesia +Damian




Kori Restaurant & Bar

Jalan Legian, Gg Poppies Lane II Kuta
+62 361 758605
korirestaurant.co.id

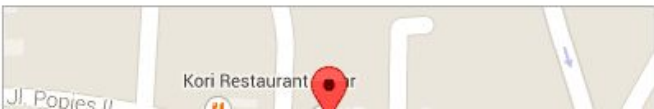
Restaurant
Today 12:00 pm – 12:00 am

1 follower | 630,358 views



[About](#) [Posts](#) [Photos](#) [Videos](#)

Contact Information





Kori Restaurant & Bar

Review Summary

4.2

5 star	<div style="width: 80%;"></div>
4 star	<div style="width: 15%;"></div>
3 star	<div style="width: 5%;"></div>
2 star	<div style="width: 0%;"></div>

Your Online Storefront: YP.com

Browse ▾nearSign In | Join

Mandy Scott Events


★★★★★ (34)



■ OPEN NOW


Today: 9:00 am - 5:00 pm

10 Rodgers St, San Francisco, CA 94103

☎ (415) 441-3758

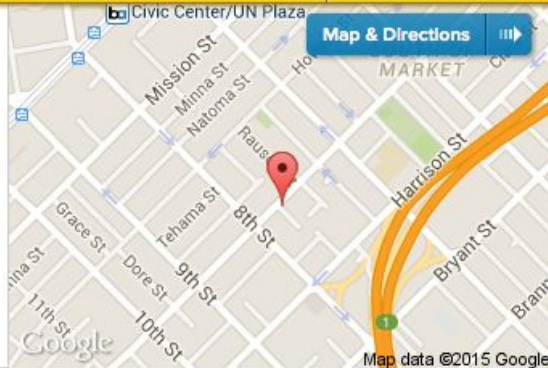
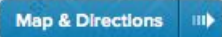
 Visit Website





Add a Photo

[See More Photos >](#)



Map data ©2015 Google

Personalize this business!

Add a personal note here, and keep this business handy in mybook!

[mybook It](#)

BUSINESS DETAILS | [GALLERY](#) | [REVIEWS](#)

Hours:
Regular Hours
Mon - Fri 9:00 am - 5:00 pm
Sat 9:30 am - 4:00 pm
Sun Closed

Extra Phones:
Primary Phone: (415) 416-6504
Phone: (415) 416-6504

Payment method: Amex, Cash, Discover, Master Card, Visa

Neighborhoods: [Southeast San Francisco](#), [South of Market](#)


AKA: Mandy Scott Flowers

Other Link: <http://mandyscottflowers.com>

Categories: Florists, Party & Event Planners, Wedding Planning & Consultants, Artificial Flowers, Plants & Trees, Wedding Supplies & Services

FEATURED COLLECTION

NEW!



Shelley Lindgren's Bay Area Dining Picks

6 businesses in this collection

[View All Featured Collections >](#)


MORE LIKE THIS

Velaflor
1204 Howard St, San Francisco, CA

Your Online Storefront: Facebook

Dragonfly Boutique - Humble, TX

Universal Business Listing - ... Home



Dragonfly Boutique - Humble, TX
Gift Shop · Women's Clothing Store

Like Follow Share

Timeline **About** Photos Reviews More

About Dragonfly Boutique - Humble, TX

Overview	PAGE INFO
Page Info	Address 19250 W Lake Houston Pkwy, Suite J, Humble, Texas 77346
Milestones	Start Info Opened in 2011
	Hours Mon - Fri: 10:00 am - 6:00 pm Sat: 10:00 am - 5:00 pm
	Short Description Dragonfly offers women's accessories, fashions, and unique gifts. We provide complimentary gift wrap and are locally owned and operated. See you soon!

Local Listings Management



- Local marketing starts with local listings management.
- Listings management has emerged as a specialized service
- Focuses on search sites, directories, social sites, and mobile apps
- Ensures every business is accurately represented
- Optimizes listings with information important to consumers: hours, photos, products, services

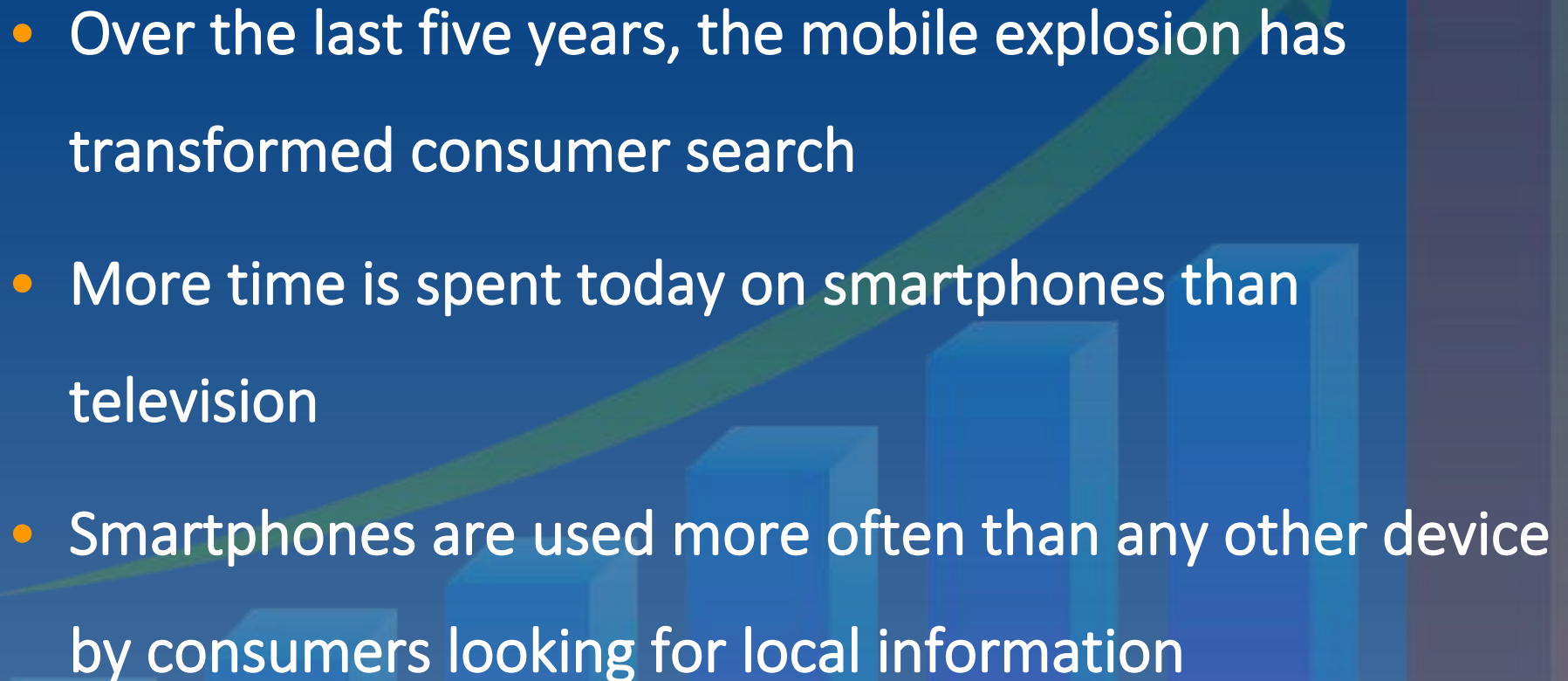
Fixing Local Listings Is a Challenge

- Every site has its own rules and procedures
- Standards are constantly changing
- Businesses don't have the expertise or proper connections to manage listings on their own
- The challenge is even greater for international brands dealing with multiple countries and languages
- Compared to US Tax Industry 84 million of 140 million
rtax filing done by special tax preparers





The Mobile Explosion

- Over the last five years, the mobile explosion has transformed consumer search
 - More time is spent today on smartphones than television
 - Smartphones are used more often than any other device by consumers looking for local information
- 

Mobile Revenue Growth (U.S.)



88% of ad revenue



69% of ad revenue,
745M daily mobile users



50% of search on network is mobile



65% of search,
56% of ad impressions



80% of usage

Source: public statements, filings, earnings releases (2015)

The Needs of the Mobile Consumer

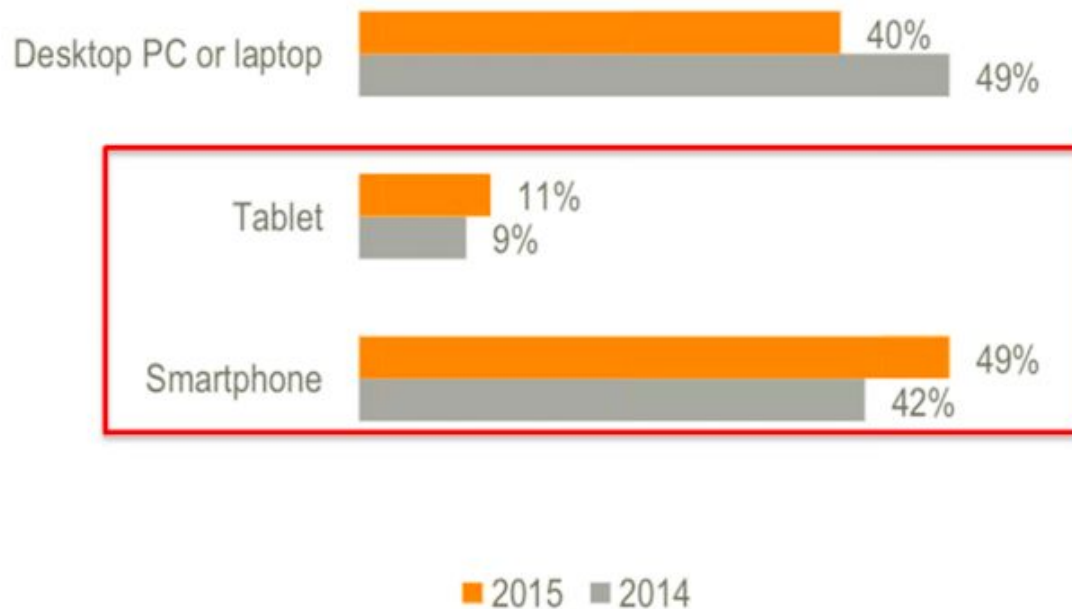
- Consumers using smartphones expect fast and accurate information delivered at a moment's notice.
- 85% of consumers have used a mobile device to look up local business information.
- 81% have taken action as a result.
- “Near Me” Google searches for products, services, and brands have surged 34 times since 2011, and have nearly doubled since last year.





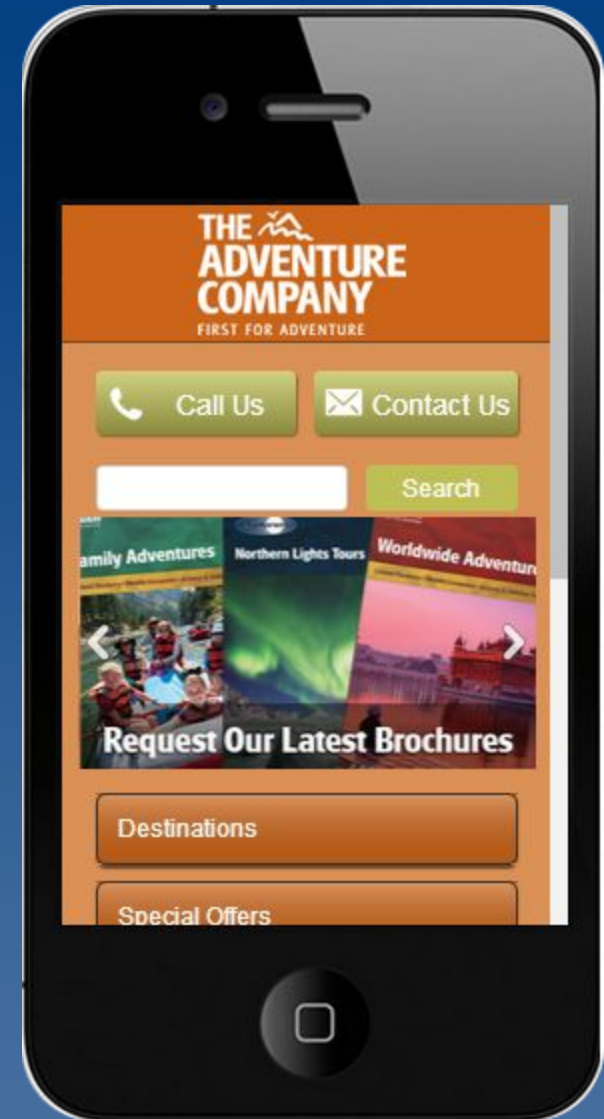
Mobile overtakes PC for local lookups

Device most commonly used when looking for local information online



April 21st – A Big Day for Mobile!

- Google will now give mobile friendly websites a boost in mobile search.
- Sites that aren't mobile friendly will lose rank position.
- This algorithm change takes effect today across the globe.
- To compete in mobile search, websites must pass the mobile friendly test.





Importance of Mobile in Asia

- Asia-Pacific has reached 2.5 billion mobile phone users
- The Region now has 738.2 million smartphone users, compared to just 86 million in 2009
- This translates to 56.3% of the world's mobile phone users
- More than 1 billion of these users are in China alone.
- By 2017, estimates show Asia-Pacific will have nearly 3 billion mobile phone users out of a total 5.10 billion across the globe.



Smartphones Are the Default in Asian Countries

- Asia leads the world in smartphone use
- Singapore has the highest smartphone penetration in the world at 85% (South Korea second at 80%)
- Yet 88% of Singaporean consumers have reported trouble accessing websites on their phones
- Singapore, Thailand, Philippines, Malaysia, Indonesia, Hong Kong, China, and Korea have higher smartphone adoption than computer



Growth in Digital and Mobile Across Asia

- Population: 3.94 billion in Asia-Pacific this year, up from 3.75 billion in 2008.
- Internet Users: 1.21 billion this year, up from just 583 million in 2008.
- Mobile phone users: 2.4 billion this year, up from 1.56 billion in 2009.
- Smartphone Users: 738.2 million this year, up from 86.2 million in 2009.
- Social Network Users: 777 million this year, up from 195 million in 2008.
- Total ad spending: \$143.23 billion in 2013, up from \$120 billion in 2008.
- Digital ad spending: \$33.76 billion in 2013, up from \$13 billion in 2008.
- Mobile ad spending: \$4.14 billion this year, up from \$745 million in 2008.



Smartphone Adoption in Asia (vs. US)

Smartphone

Australia



China



Hong Kong



South Korea



Malaysia



Singapore



USA



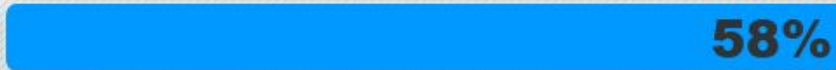
Source: The Consumer Barometer, 2014



Asian Consumers Research Purchases Online

Researched online before purchasing

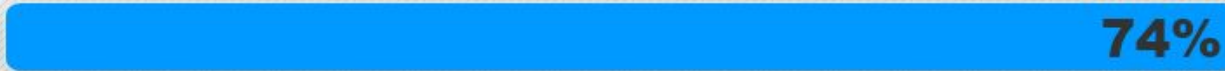
Australia



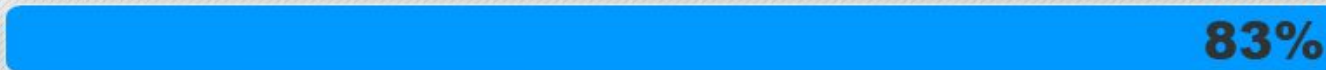
China



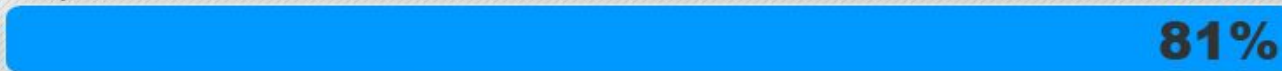
Hong Kong



South Korea



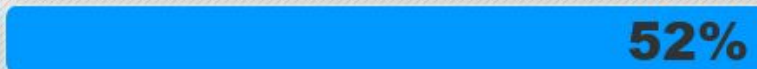
Malaysia



Singapore



USA





Search Engine Usage Outpaces US

Search engine was used for their last purchase

Australia



China



Hong Kong



South Korea



Malaysia



Singapore



USA



Source: The Consumer Barometer, 2014



Asian Consumers Use the Internet for Comparison Shopping

Compared choices online and used the internet to prepare for immediate purchase

Australia



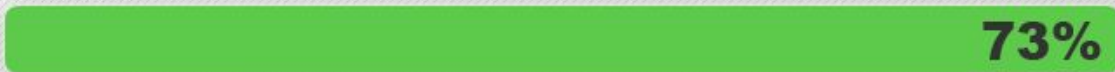
China



Hong Kong



South Korea



Malaysia



Singapore



USA





Online to Offline Is a Big Percentage!

Online to offline purchase as percentage of total online purchasing

Australia



China



Hong Kong



South Korea



Malaysia



Singapore



USA





The Role of Yellow Page Publishers

- As trusted marketers, yellow page companies have established relationships with businesses
- Yellow page representatives are best positioned to help businesses navigate the complexities of online presence



The Role of Yellow Page Publishers

- Strong representation in the publisher's own directory is the starting place.
- From there, publishers who build relationships with partners in other countries and tap into techniques for proper search engine representation will provide the highest level of service to brand clients.

Global Growth of Location Marketing



- Location marketing is growing globally.
- Solutions that work in multiple countries will be increasingly favored by multinational brands.
- Publishers will need to collaborate in the sharing of data and revenue.
- Collaboration will open up new channels of revenue and increase the value of each participating publisher.