SHIFT IN CONSUMER BEHAVIOR

WORKBOOK

Part I: Google Searches & Shopping Local

BACELINE BOOST

BACELINE GROUP

GOOGLE SEARCHES

Google My Business (now Google Business Profile) provides businesses with the opportunity to appear in Google Search results for free! Customers use Google Search to find local businesses that offer the products and services they need. People check hours of operation, obtain directions to your business, read and write reviews, and more. Are you providing your customers with the information they need when searching for your business?

Look at your GMB listing and answer the following questions:

How do you describe what your business does? Is it clear to potential customers?

How do you describe your products and services? Do you provide details to communicate their appeal and popularity?

What information do you provide about your business that sets you apart from your competitors?

What do customers type into Google to find a business like yours?

What changes do you need to make to your Google My Business listing to boost customer engagement?

CUSTOMER EXPERIENCE TIPS

Provide Google with as much information about your business as possible to make it easier for Google to match your business with customer searches. Fill out your business description completely to help consumers determine if your business is the solution to their problem. Without an understanding of your business, potential customers may look elsewhere.

Star ratings and reviews affect consumers considering purchase options. Consumers tend to read several reviews before deciding to purchase. Businesses with fewer reviews may not be as favorably received as a competitor with higher-rated or more reviews. Google reviews are more important than ever. Answer the following questions to improve your credibility and reputation:

What is your process for responding to negative reviews?

What steps can you take to encourage more customer reviews?

How do your reviews stack up against your competitors?

Put yourself in your customer's shoes. What star rating would you assign to your customer service and list ways to make improvements.

Build your brand with images of your business, products and services, and your staff. Review the images you've uploaded to your GMB listing through the eyes of your customers. Circle answers that apply. Have you…

provided exterior photos of your business taken at different times during the day?

YES | NO

included a photo of the main entrance area, front service desk, or common area?

YES | NO

offered photos of the most popular products or services you offer?

YES | NO

featured a couple of photos of your team who regularly greet your customers?

YES | NO

SHOPPING LOCAL

Let's face it, shopping local not only benefits the local economy, but it also allows customers to touch and feel products before they purchase and be greeted by people they know and trust. Maximize your local presence and provide shoppers with an unforgettable store experience with these tips:

PARTICIPATE IN COMMUNITY

Partnering is a great way to increase your exposure to your target audience, maximize profits, and build community. Consider partnering with a business that shares your values and appeals to your target audience to boost your local presence.

Charity
Partner with a local charity to increase brand awareness and make an impact on your community while helping others.

Cross-Promotion
Build strategic partnerships with other brands to increase awareness and drive sales while reducing advertising costs.

What are you trying to achieve through cross-promoting?
(Think: expand customer base, increase sales, boost brand awareness, etc.)

Which potential business stands out as the most beneficial with whom to partner?

How will you promote each other's products or services? (Host an event, social media, coupons, etc.)

Build your local presence with the following strategies. Circle the strategies that are missing from your plan.

GMB

Create and verify your Google My Business profile to show up in search results when people are looking for you online.

BRAND PRESENCE

Build a strong, memorable brand presence to showcase your personality and communicate your values.

CUSTOMER EXPERIENCE

Convenience paired with a friendly and knowledgeable staff keep shoppers coming back.

HEALTH & SAFETY

Provide updates on the steps you take to assure a safe and healthful shopping environment.

REPUTATION

Encourage reviews to influence purchasing decisions and to receive valuable feedback.

SOCIAL MEDIA

Keep customers current on what's happening inside your business.

LOYALTY PROGRAM

Customers are more likely to shop at stores that offer some type of loyalty program.

LOCAL EVENTS

Build brand awareness and customer connections at industry events, craft shows, and festivals.

Neighborhood Shopping Centers Creating Community Value