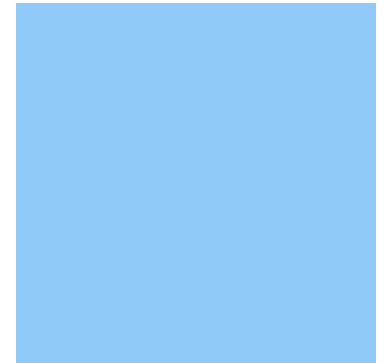




Annual Local Marketing Survey

2021





LOCALACT

Powered by Location3

LOCALACT is the premier platform built to power and scale local digital marketing for franchises and multi-location businesses. From local paid search advertising across platforms, to local listings and review management, LOCALACT is designed to provide real-time reporting on the metrics that matter most to your business. Plus, our clients receive the support of Local Marketing Advisors to help prioritize budgets to maximize ROI.

Everything Is Local.



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Introduction – The 2021 Local Marketing Survey

For franchisees and business owners, 2020 was a year that saw major shifts in the local business landscape. The economic impact of the COVID-19 pandemic has been wide-ranging, altering previous plans for marketing, operations and more.

In order to gain deeper insights into how franchisee marketing plans have adapted to the current business climate, we conducted a survey of more than 200 individual franchisees and local business owners across a range of business categories that included retail,

healthcare, education, financial services, restaurants & QSRs, real estate and more.

Our goal was to get a better understanding of how local marketing budgets have shifted, what channels have been most effective, and what franchisees anticipate in the coming months as they seek to maximize marketing ROI and local revenue.

We're pleased to share the results and our takeaways from the inaugural LOCALACT Franchise Marketing Survey.



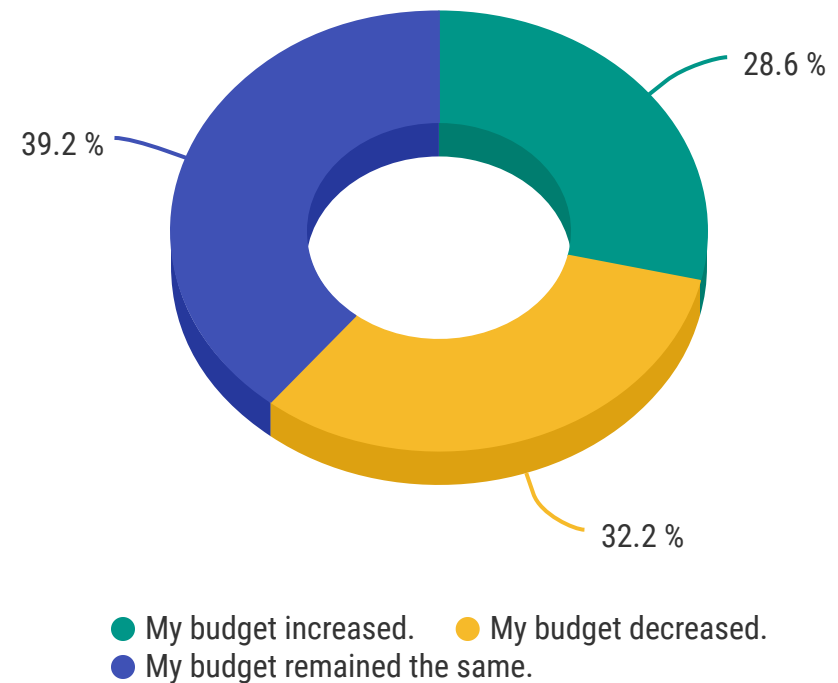
200+

**RESPONSES FROM
LOCAL BUSINESS OWNERS**

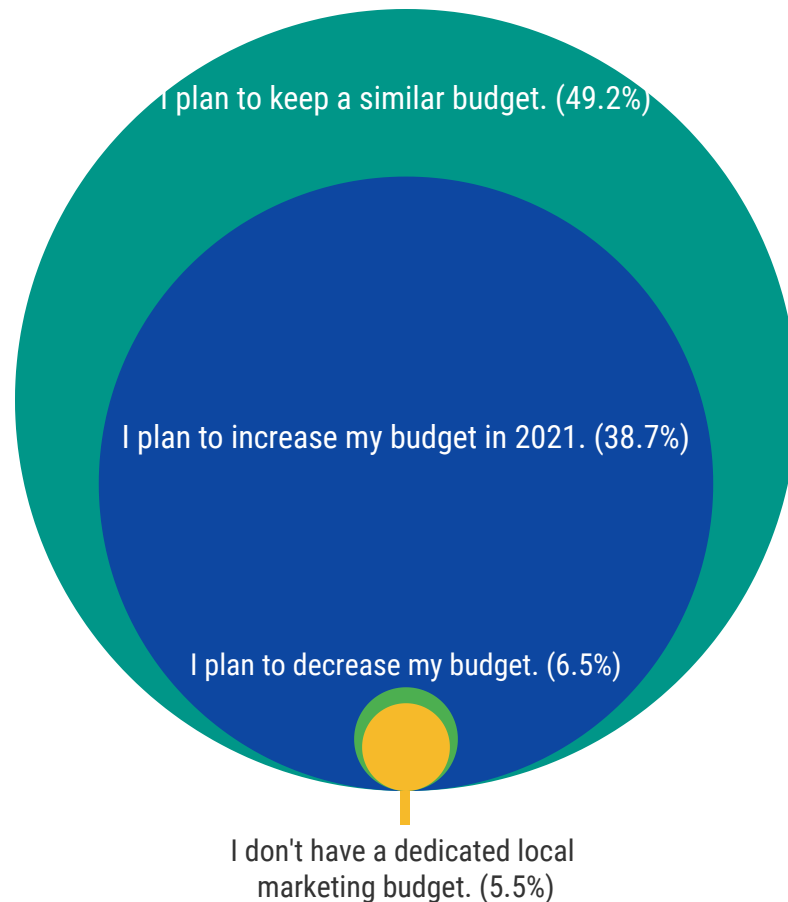
We surveyed local business owners representing a variety of franchise and multi-location brands, across different industries in the United States and Canada.

How did the pandemic affect your local marketing budget in 2020?

While the pandemic created uncertainty, local marketing remained a priority for business owners. **67.84% of respondents maintained or increased their local marketing budgets in 2020.**



What is your general projection for your local marketing budget in 2021?

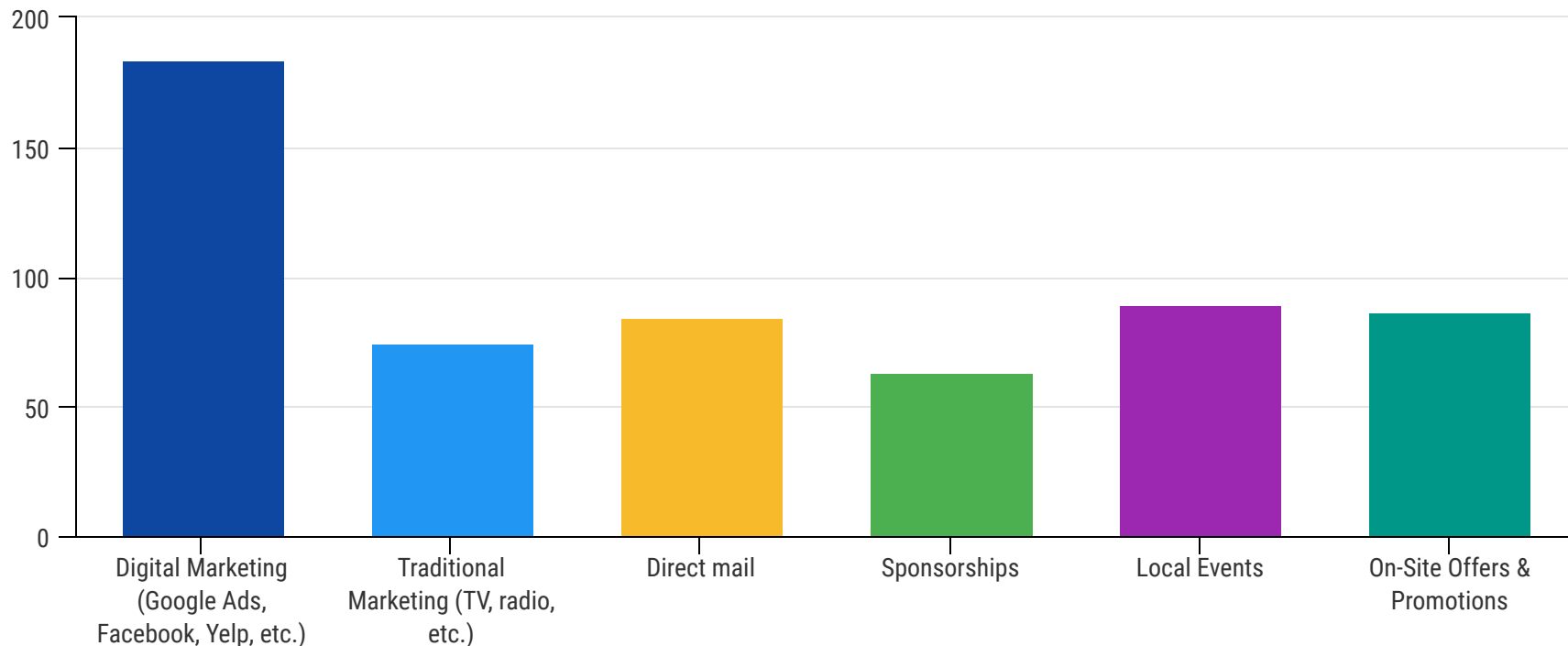


Most business owners understand the value of budgeting for local marketing. 87% of respondents have allocated funds for their local efforts.

93%

of owners with dedicated local marketing budgets
will maintain or increase budgets in 2021.

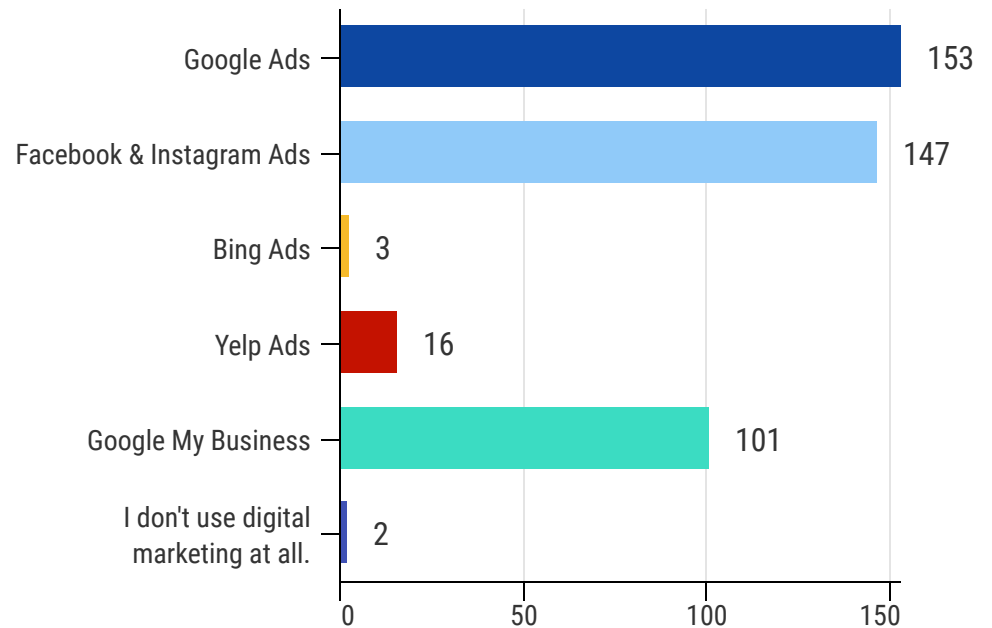
Where do you plan to spend your local marketing budget in 2021?



Digital channels are dwarfing other, more traditional means of advertising. 92% of business owners surveyed will invest in Digital Marketing this year. Some franchisees demonstrated plans to reengage the general public through events and in-store promotions as a means for coming out to the pandemic. Direct mail also remains a common way to reach consumers, especially with more people working from home.

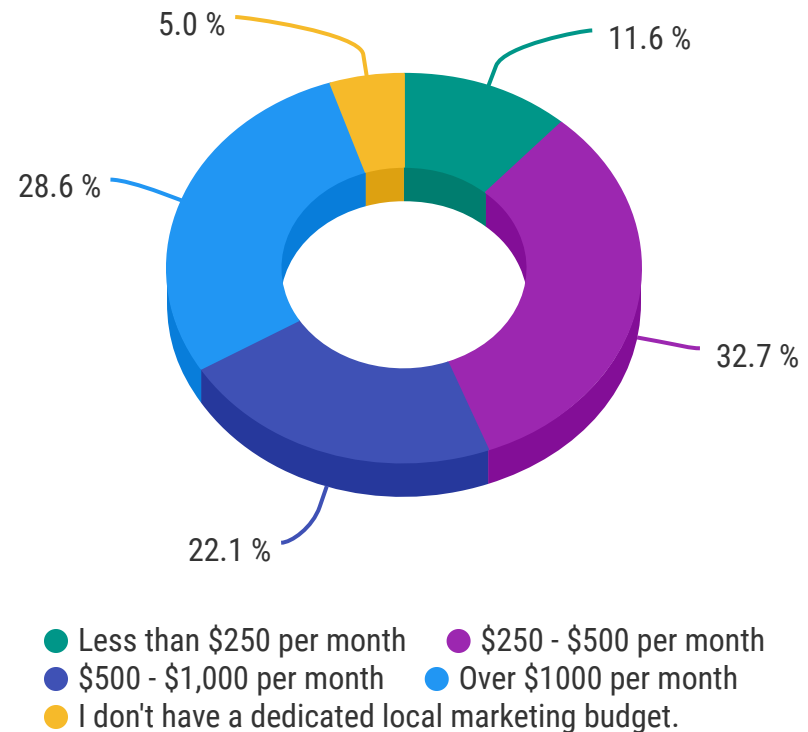
Which digital channels do you think have the *most* potential for positive ROI for your business?

Business owners are seeing more bang for their buck with Google Ads, Facebook/Instagram, and Google My Business (Google Maps listings).



What is your average monthly local marketing budget in 2021, per location?

Nearly a third of respondents are spending moderately on local marketing - between \$250 and \$500 per month. Closely behind that number, are the 28.6% that spend more than \$1,000 per month.



What is your biggest local marketing challenge right now?



With the pandemic having varying effects on customer volume and demand, competition has generally increased among businesses when it comes to maintaining revenue goals.

As reported by our respondents, the biggest challenge for local business owners parallels a challenge for the industry as a whole. **Local business owners want to know that the money they spend on digital advertising is working to drive revenue for their businesses.** A key opportunity for the industry - agencies, ad platforms, and the like - is providing further education and transparency into digital marketing to demonstrate returns.

Key Takeaways

DEDICATED BUDGETS

The overwhelming majority of franchise owners surveyed have a dedicated local marketing budget (87%) for their businesses.

MAINTAIN OR INCREASE

49% of survey respondents intend to maintain their 2020 marketing budgets, while 39% plan to increase local marketing spend in 2021.

DIGITAL OUTPACING TRADITIONAL

Digital channels will receive the majority of marketing spend by franchisees surveyed, outpacing traditional media by a margin of 2.5 :1.

GOOGLE ADS & FACEBOOK SWEEP

When it comes to digital marketing, the majority of franchisees (75%) view Google Ads & Facebooks Ads as having the greatest potential for positive ROI.

CHALLENGES WE FACE

The two biggest local marketing challenges for franchisees in 2021 are increased local competition (29%) and accurately measuring the success of local marketing programs (38%).

Connect with us today to learn more!

LOCALACT.com | support@localact.com



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