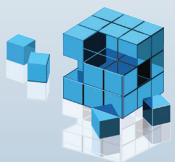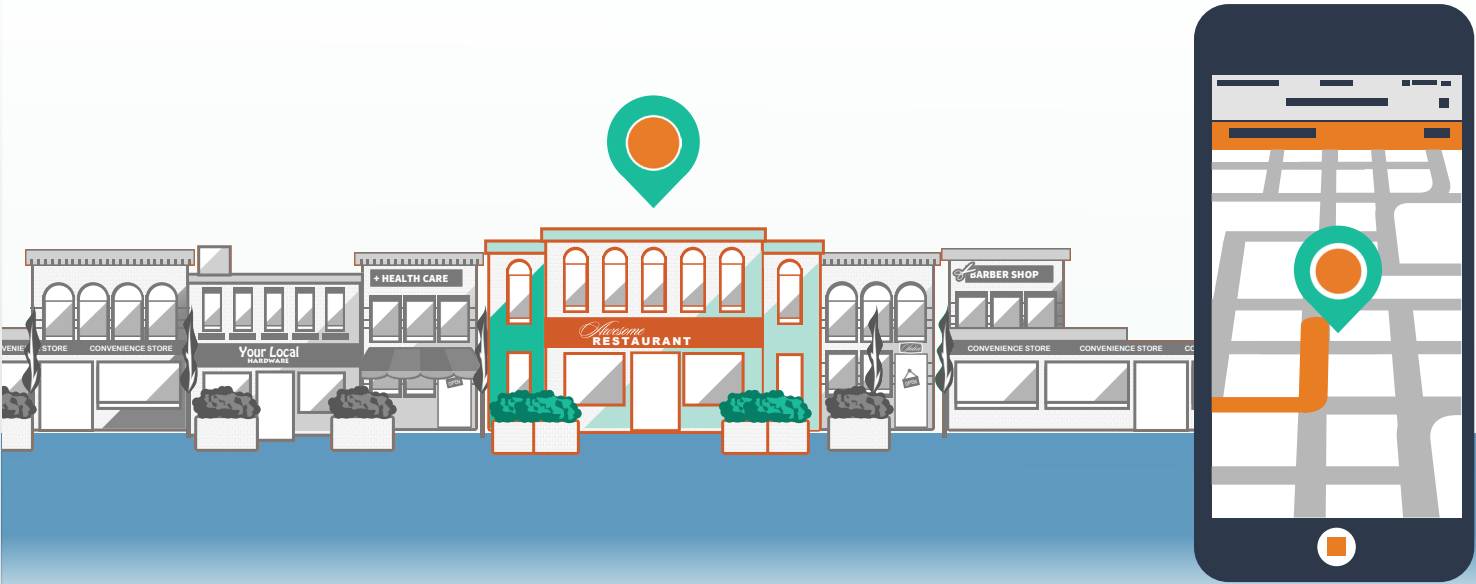# What is
Local Digital Presence
Management?

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What is Local Digital Presence Management?

To understand the power of local digital presence management (LDPM), it is important to review its components. Let's look at Digital Presence Management and Local Presence Management separately before looking at the LDPM solution.

Digital Presence Management

Digital Presence Management (DPM) can be defined as any of the processes and/or marketing involved in presenting a brand in the online space. This includes any avenue in which a brand becomes visible online and traffic can be drawn to it. It encompasses but is not limited to website design and development, maintenance of social media sites, blogs, the use of search engine optimization (SEO), especially local search, pay-per-click marketing (PPC) and reputation management.

Website

Social Profiles

Review Sites

Did you know?

82% of smartphone users turn to their devices to help them make a product decision.

Local Presence Management

Local Presence Management (LPM) is defined as geo-targeted digital presence management that enhances a brand on the whole by optimizing all their locations' information in their respective local markets. The increasingly mobile nature of search has escalated the need for complete, consistent and accessible data about brands, and ways to connect with them. Local visibility, search placement and reputation determine traffic; this is especially true for multi-site, brick-and-mortar businesses. Local presence management includes monitoring a business's name, address and phone number (NAP) and business hours in various places online such as directory listings, data aggregators, online review sites and map listings.

Directory Listings

Data Aggregators

Map Listings

Local Digital Presence Management

DPM and LPM work seamlessly to enhance and continue to positively affect and cultivate a brand's presence in search engines, and are vital to a business's success. LDPM is a digital fingerprint, unique to each business location, which enhances local search ranking and gives their target audiences the correct information to interact with the brand.

Keeping data up-to-date and accurate for numerous locations across multiple websites, applications and forums can be an overwhelming task. However, with the proper scalable tools and support, online presence management on a global and local scale can be maintained via a single dashboard, ensuring a business is easily discovered, especially on mobile.

The goal of local digital presence management is to convert online clicks into visits to a brand's brick-and-mortar locations. Said another way, when traffic is effectively managed and directed online, it effectively drives foot traffic offline.

Consistent monitoring and measurement is as equally important as initially taking control of a business's local digital presence.

In this mobile age, businesses must effectively manage their data to ensure that it is complete, correct and up-to-date. This is crucial because search engines use this data to display to consumers searching for a business's products or services.

79% of users report that having busintess information on the search engine results page would allow them to find a business that would better match their search.

The more accurate the data, the more trust is communicated to the search engines making a business's digital presence easily discoverable online, especially via mobile devices. This allows them to communicate a business's products, services, accurate location data and contact information as consumers are searching for it.

The goal of local digital presence management is to drive consumers from online into the business's brick-and-mortar locations.

Why is Local Digital Presence Management Important?

Consumers use their mobile devices to search for businesses to make quick buying decisions. In fact, 81 percent of consumers using mobile devices follow up with a phone call or walk into a location with a specific action in mind. Having your business data—or NAP (name, address, phone number)—consistent across all online media channels lends itself to a healthy local ecosystem, which, in turn, improves your local visibility.
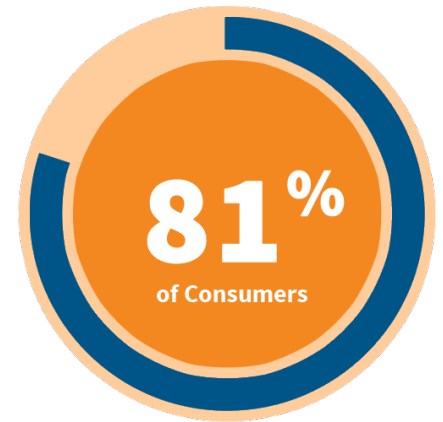
81% of Consumers

The better your local visibility, the higher you show up in search and maps results. Failure to manage a business's local presence could result in missing major segments of your target consumers. Local digital presence management can help your business by:

✔ Ensuring each location is listed in the most important directories, social networks and data aggregators.

✔ Reviewing, correcting and optimizing data.

✔ Providing you with real-time progress reports and updates.

✔ Sending you monthly reports on your listings' performance.

The current trend in marketing uses the power of connection found within social networks. The ratings, reviews and voices of peers serve as the main influencers for consumer buying decisions. When business information is incorrect or inconsistent the result is consumer confusion, which in turn, creates a lack of consumer trust toward the brand.

Taking control of a brand's local digital presence management is just the first step. A plan for continued monitoring and measurement is critical to the success of any local digital presence management strategy.

Sector Growth Story

In this digital age, the methods businesses use to reach consumers have moved almost exclusively online. Advertisers and marketers have had to keep up with a constantly evolving environment in order to meet consumers where they are. And consumers are increasingly on mobile devices.

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Consumers use their smartphones, tablets, and wearables to use search engines like Google and review sites like Yelp to find the products and services they need quickly; the days of analog search using the Yellow Pages, classifieds and newspapers have passed.

The popularity and convenience of mobile devices has increased the need for businesses to "think local."

With 50 percent of consumers ready to make a purchase within one hour of their initial smartphone search; is your brand meeting the needs of this digitally-savvy consumer?

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