

How global financial service franchise leverages PromoRepublic to grow visibility and traffic from search and social media

**26%**

impression growth on Facebook QoQ

**2.4X**

growth of Facebook clicks in 6 months

**214%**

QoQ growth of reply rate to 1-2 rating reviews

**17%**

QoQ growth of clicks across Google Business Profiles

## Industry

Global Financial Services

 **21 brands**

 **1,100+ locations**

## Products used

- Social Media Marketing
- Brand Management
- Reputation Management
- Local SEO. Listings
- Insights

*“PromoRepublic provided us with the all-in-one platform which we were searching for that delivers the needed visibility into our stores’ social media activity, while at the same time allowing us to manage our brand’s reputation and online listings.*

**Director of Brand Marketing**

## Challenges

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1

### **Grow online findability and replace the current listing and review management solution**

The franchise was looking for a tool to strengthen its digital presence across multiple regions. The tool had to have the ability to seamlessly manage the most important business directories like 123local, Amazon Alexa, Apple Maps, Bing, Google Business Profiles, MapQuest Superpages, Yahoo!, and Yelp, as well as major social media platforms like Facebook and Instagram.

2

### **Consolidate all marketing tools in one platform**

The Client's marketing team was looking for a vendor that would provide all local marketing tools within one platform with insights and analytics across locations.

## Solution

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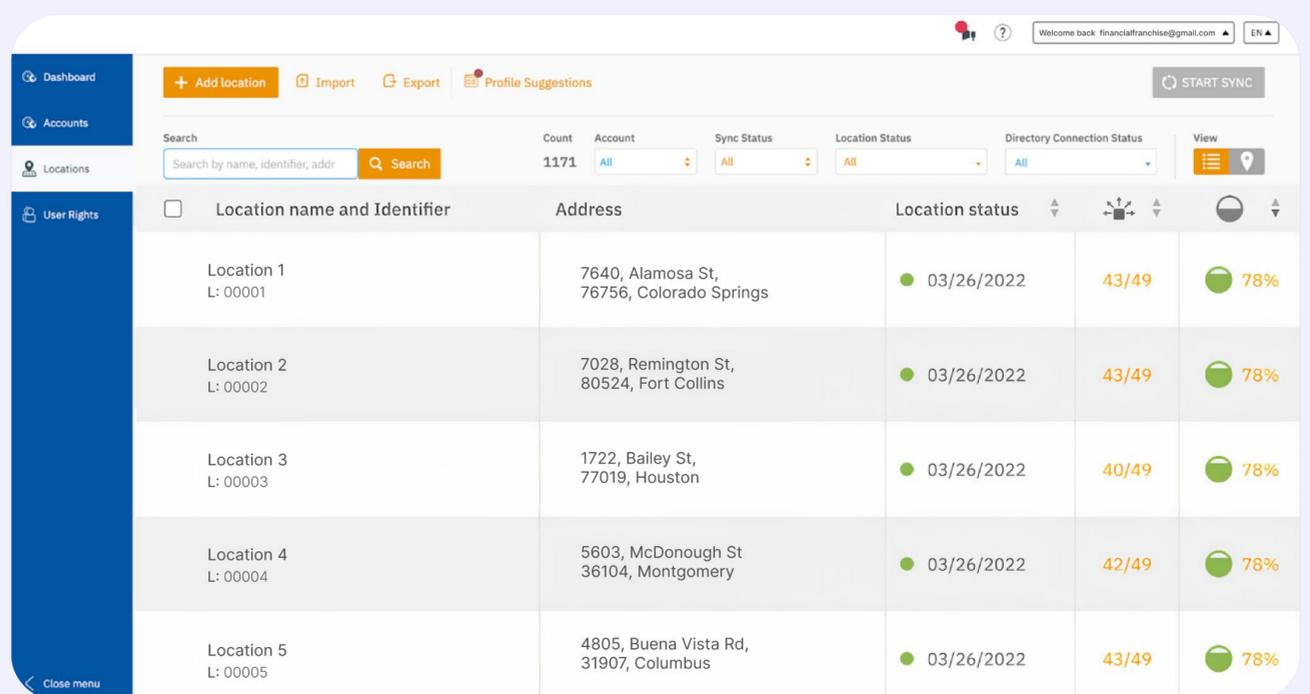
**The Digital Hub provided by PromoRepublic** became the single digital marketing platform used to improve online visibility on a corporate level and across brand's 1,100+ locations. The solution is woven into the company's organizational structure and established business processes.

**Corporate Office ↔ District Manager ↔ Locations**

## Use Cases

### • Listing Management

PromoRepublic replaced Yext, previously used to manage location-related information across digital profiles. Our technology did the heavy lifting for the whole digital marketing team in the corporate office. Now **35,152 listings across 1,100+ locations are centrally updated and synced automatically, in real time.**

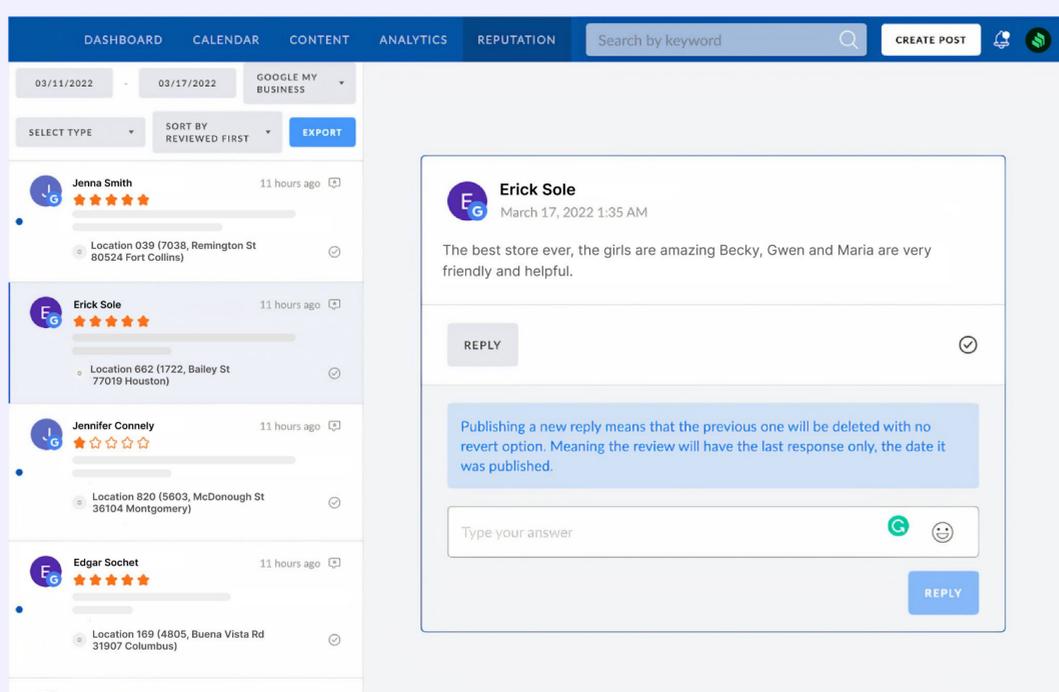


Location name and Identifier	Address	Location status	Count	Sync Status	Directory Connection Status
Location 1 L: 00001	7640, Alamosa St, 76756, Colorado Springs	● 03/26/2022	43/49	78%	
Location 2 L: 00002	7028, Remington St, 80524, Fort Collins	● 03/26/2022	43/49	78%	
Location 3 L: 00003	1722, Bailey St, 77019, Houston	● 03/26/2022	40/49	78%	
Location 4 L: 00004	5603, McDonough St 36104, Montgomery	● 03/26/2022	42/49	78%	
Location 5 L: 00005	4805, Buena Vista Rd, 31907, Columbus	● 03/26/2022	43/49	78%	

### • Review & Social Interactions Management

Due to Social Inbox, the Client's customer service team can save time

by replying to all comments and reviews left across Facebook, Google Business Profile, and Instagram from ONE place. The **reply rate for negative reviews has more than doubled.**



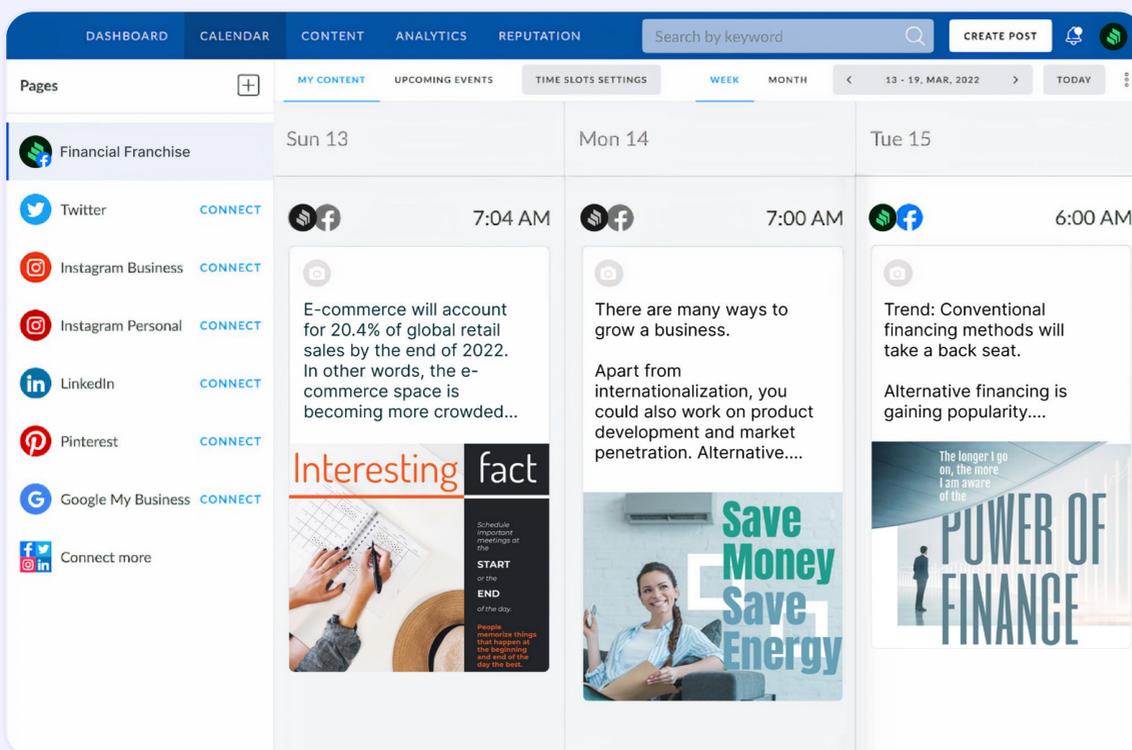
The screenshot shows a 'REPUTATION' dashboard with a search bar and 'CREATE POST' button. Below, a list of reviews is shown, including one from Erick Sole on March 17, 2022. The review text is: 'The best store ever, the girls are amazing Becky, Gwen and Maria are very friendly and helpful.' A 'REPLY' button is visible next to the review. A modal window is open for replying, showing a text input field and a 'REPLY' button. A blue notification box states: 'Publishing a new reply means that the previous one will be deleted with no revert option. Meaning the review will have the last response only, the date it was published.'

## Use Cases

### • Social Media Marketing

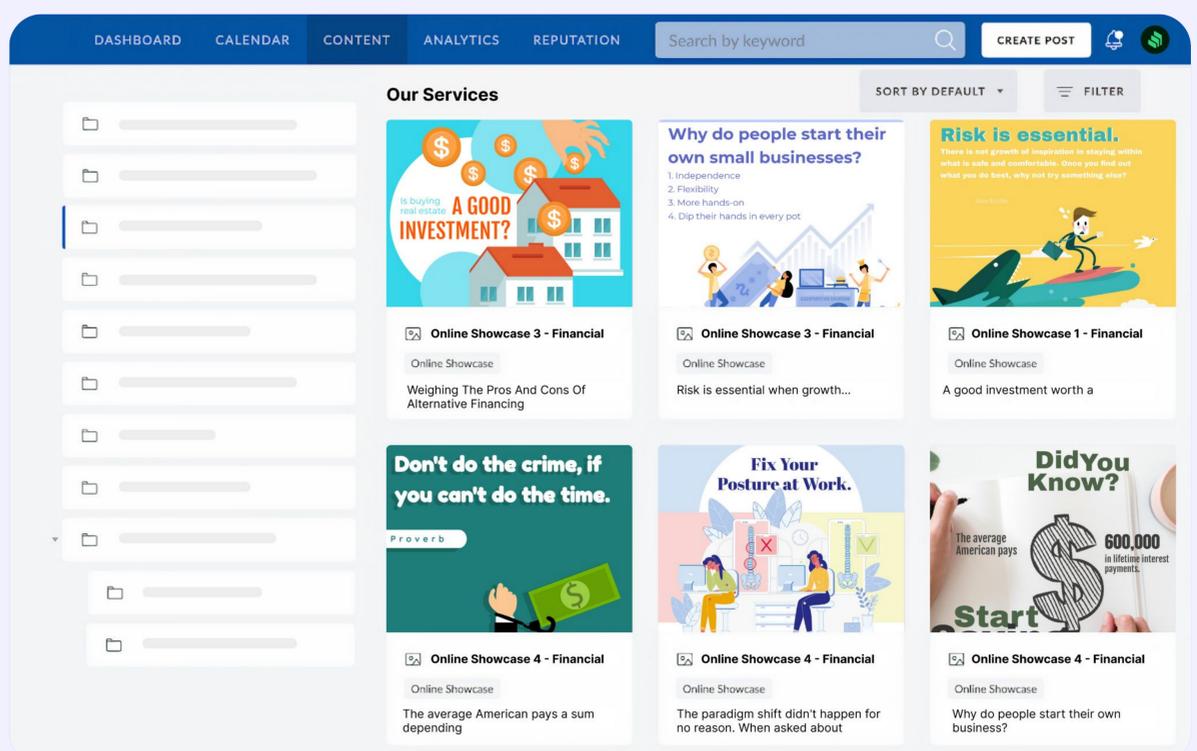
Before publishing, content gets approval from a district manager. This way,

the Company ensures that local content complies with brand guidelines. All locations use PromoRepublic as the single dashboard for social media management, resulting in **31.7% engagement growth in 6 months.**



### • Brand Management

Local managers create better content faster, having the latest corporate digital assets available in one click. Quick and simple access streamlines the collaboration with the head office while pre-set brand styles **add consistency and improve awareness on social.**



# Use Cases

## • Insights on Local Marketing Performance

The corporate office gets insights on local marketing performance – social, listings, search, content, and online reputation – in one place. The digital marketing team can now ensure that **their stores will get discovered and chosen by local customers.**

