

Search is Ubiquitous in Local, But Behaviors Are Changing

Meet the Experts



Damian Rollison
Director of Market Insights
at SOCi



Nicole DiNicola
VP of Product Marketing
at SOCi

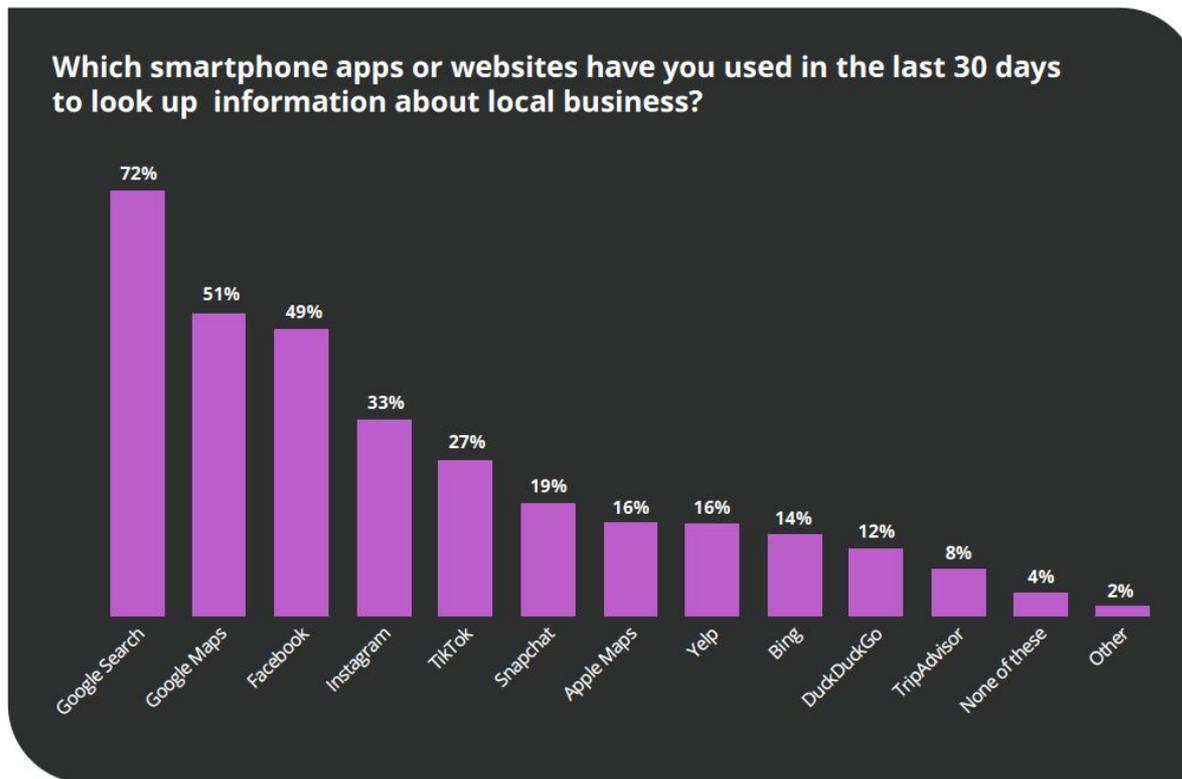
80%

of consumers use local search at least once a week, and 32% use search daily.

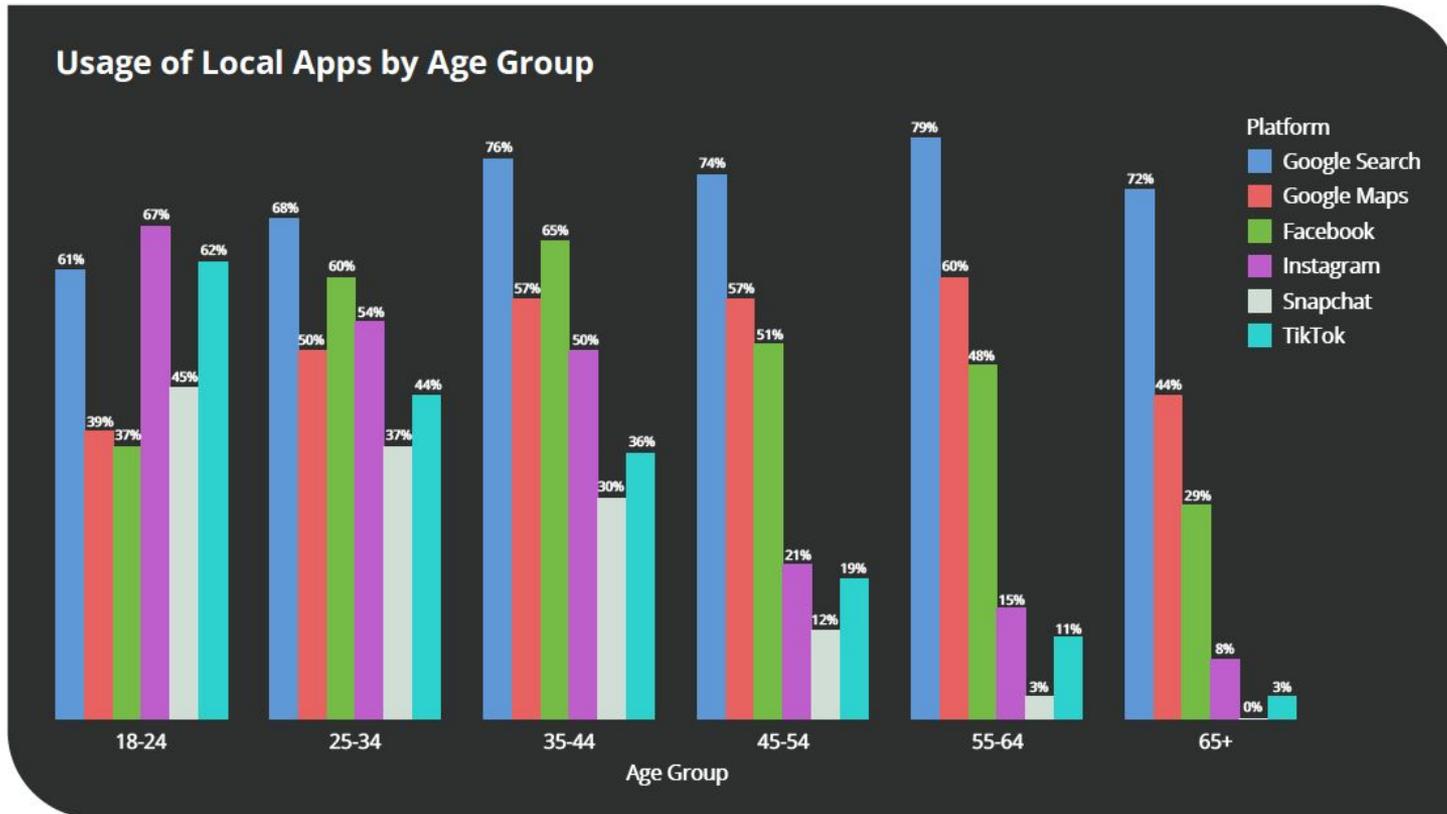
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It's Still a Google World ...



... But Social for Search Is Growing!



Poll #1

Does your company have an Instagram or TikTok strategy?

- A. Yes
- B. No
- C. Not sure
- D. No, but we definitely should



97%

of consumers find new products, services,
or businesses using social media.

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Poll #2

Does your company waterfall post on Facebook?

- A. Yes
- B. No
- C. What's that?

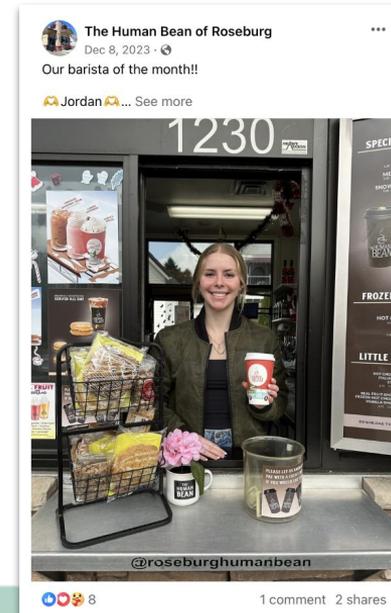
Waterfall Posting vs. Localized Posting



Waterfall Posting: This means that you post to your corporate page and select an option that causes all of the store pages to display copies of the same content.



Localized Posting: In this model, each of your store pages posts its own content, in addition to content posted from the corporate parent page.



73%

Increase in engagements when posting localized content versus waterfall posting.

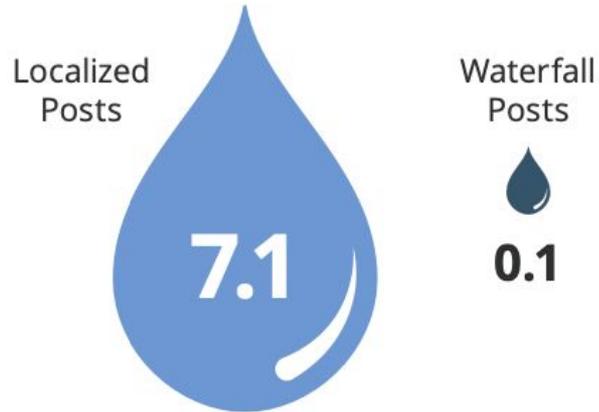


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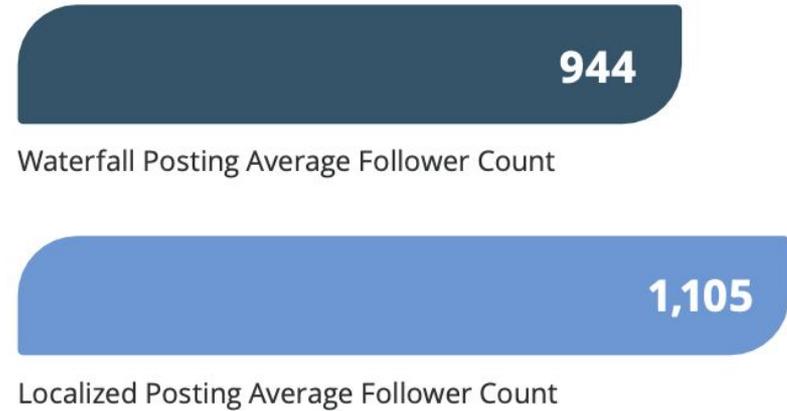
Unlock the Secret to Social Media Success Report

The Power of Localization

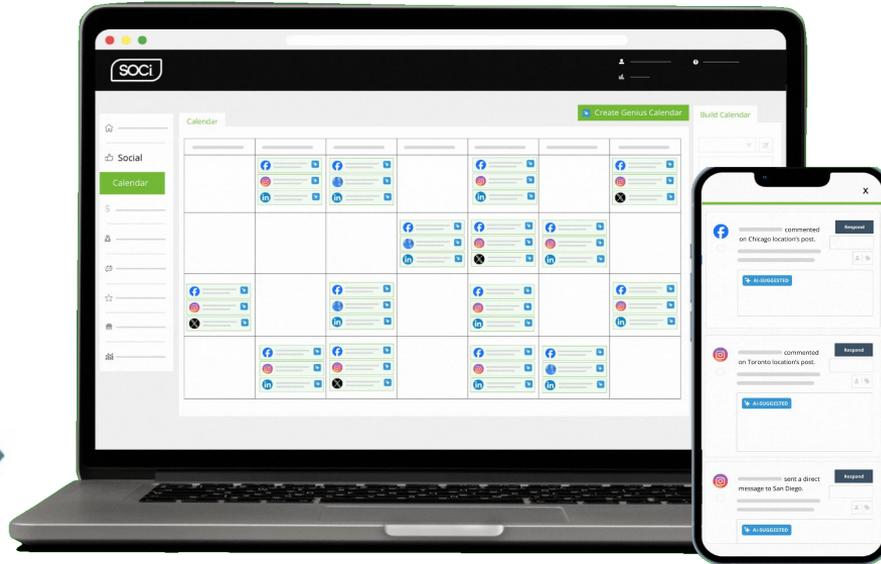
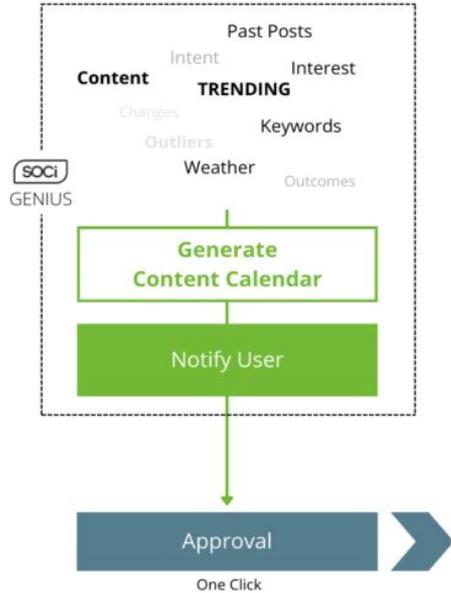
Average Engagements



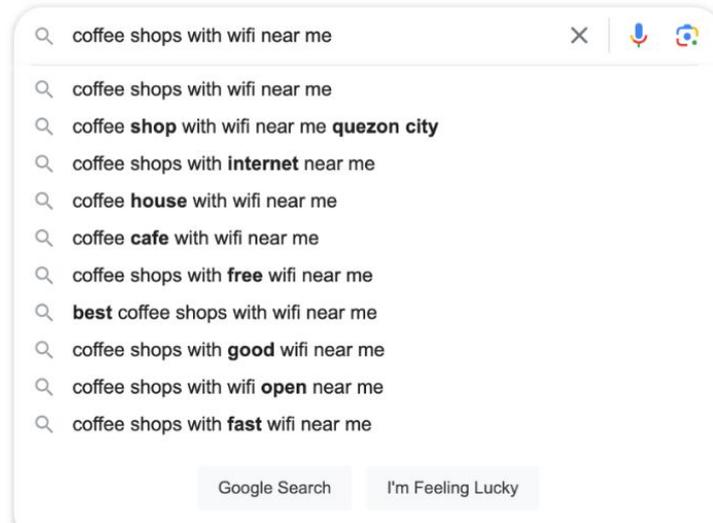
Average Follower Count



The Role of AI in Social Media



Search is **Interconnected**



Search is **Interconnected**

Places : Rating ▾ Price ▾ Hours ▾



Wake Oasis Coffee
 4.5 ★★★★★ (177) · \$1–10 · Coffee shop
 1750 Olive Chapel Rd
 Dine-in · Drive-through · No delivery



Sweet Talk Cafe
 4.7 ★★★★★ (164) · \$10–20 · Coffee shop
 2008 Creekside Landing Dr
 🗣️ "I love the wifi here, and the bathroom is so clean."



Piranha Joe Coffee
 4.4 ★★★★★ (37) · \$1–10 · Coffee shop
 2237 Old US 1 Hwy
 🗣️ "... inside and chill, and its a great place use like an 'internet cafe' too."

[More places →](#)





Reddit · [r/raleigh](#)
 30+ comments · 1 year ago

Best coffee shops in Raleigh/Cary/Apex for working on ...
 For **coffee**, Jubala. There's 3 **locations** in Raleigh. Neat **place** to work from too! Reply reply.
 Missing: ☹️ | Show results with: [me](#)



Tripadvisor
<https://www.tripadvisor.com> › ... › Apex

THE 5 BEST Cafés in Apex (Updated 2024)
 1. La Farm. (841). Closed Today · 2. Barry's **Cafe**. (203). Closed Today · 3. Famous Toastery. (152). Closed Today · 4. Chanticleer **Cafe & Bakery**.



Axios
<https://www.axios.com> › Things to Do

The best coffee shops for remote work in Raleigh, Durham ...
 Nov 28, 2023 — Here are the best places to post up for remote work at a Triangle **coffee shop**.



Common Grounds Coffee House & Desserts
<https://www.commongroundsapex.com>

Home | Common Grounds Coffee House & Desserts | Apex, NC
 Visit Historic Apex to visit Common Grounds **Coffee House & Desserts**, serving freshly brewed lattes, gelato, cheesecake, and more.

Search is **Interconnected**



Dine-in · Drive-through · No delivery



Sweet Talk Cafe

4.7 ★★★★★ (164) · \$10–20 · Coffee shop

2008 Creekside Landing Dr

👤 "I love the **wifi** here, and the bathroom is so clean."



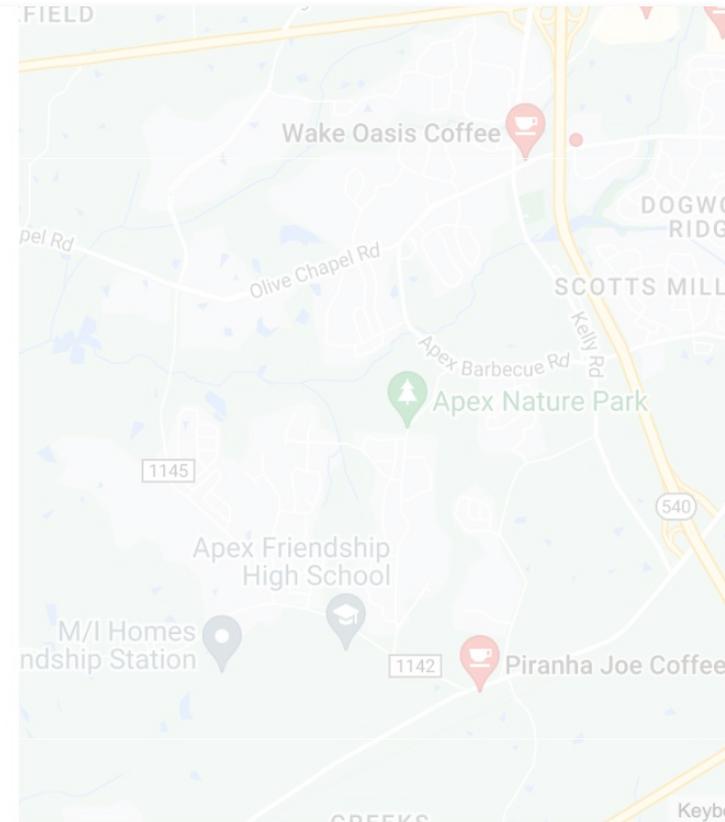
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Places Rating Price Hours



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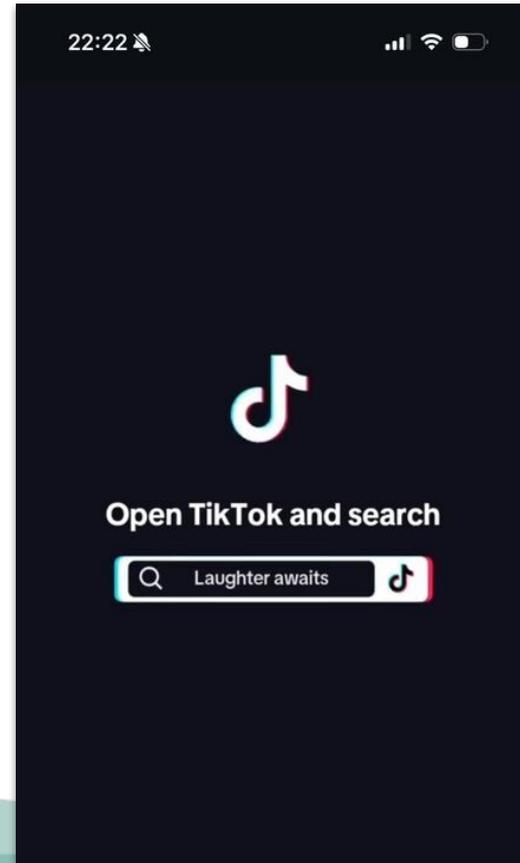
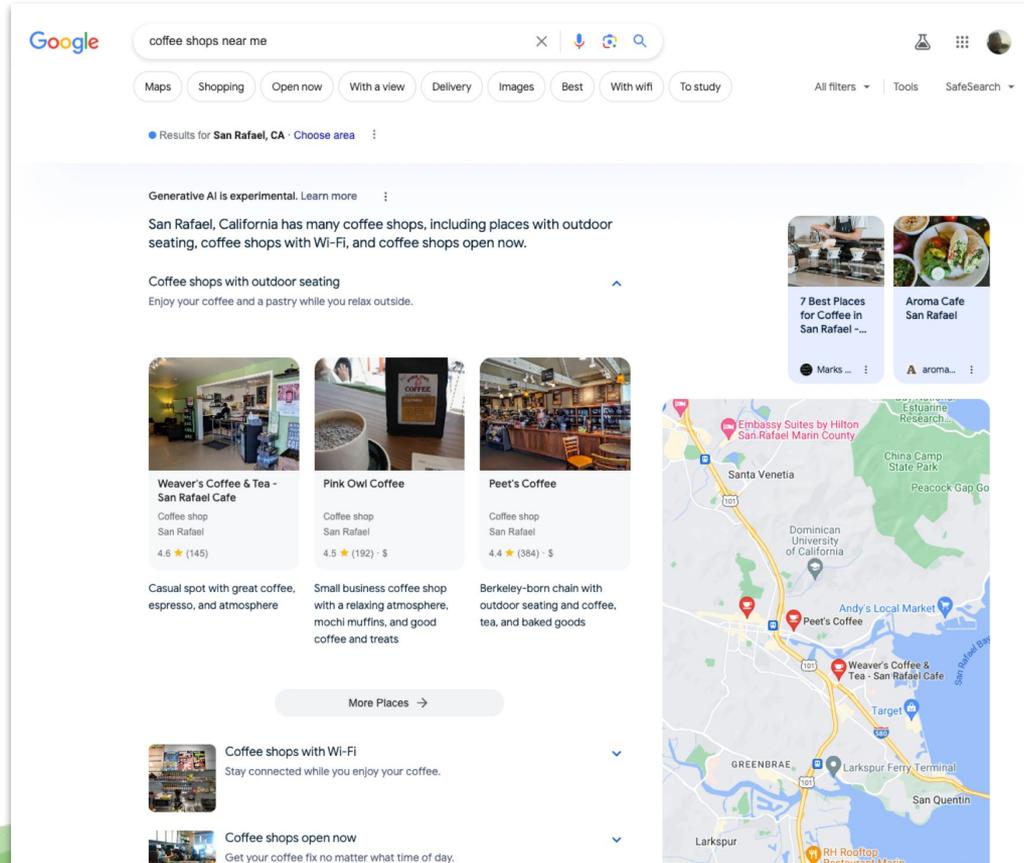
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