

Win the retail war this Black Friday!

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According to Google, 'Where to buy' searches such as "Where to buy gifts" and "Where to buy toys" have grown by more than 85% in the last two years. Consumers are turning, in increasing numbers, to Google and other online platforms to start the shopping process.



At no time of year do these numbers ramp up more than during the weeks leading up to Black Friday and on until Christmas, when retailers experience major spikes in store traffic.

Marketers and retailers can leverage this on-the-ground behaviour by ensuring their store locations are discoverable online and have all required data such as operating hours (and special operating hours over the holiday period), business descriptions, categories, contact details and promotional posts. Such critical data needs to be consistent across all platforms such as Google My Business, Facebook Places, Apple Maps, Uber and all other end points used by consumers (and crawled by Google's algorithm).

A managed listing solution, provided by Location Bank, boosts store discoverability from search, automatically drives brand awareness and aligns with Black Friday and Christmas promotions.

For example, a shopper sees a Black Friday promo and chooses to go to the store. A likely action is a search for the closest store or one in an area they might plan to be in. Because of this, all store listings need to have accurate information, as listed above, as well as managed reviews and answered customer questions. The Location Bank solution provides for all of the above. Your accurate data will appear across the digital world, your customer reviews and questions will be answered quickly and you'll have access to all the analytics required to monitor your increased online and offline activity.

To ensure you make the most of the Black Friday and Christmas shopping periods get in touch with Location Bank and drive the online to offline conversion advantage home.

Talk to us about leveraging your digital location data to grow your digital store presence and user acquisition as a result of a flawless location presence, possible through Location Bank's management and optimisation.

[Get in touch with our location experts today.](#)

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