

2022 Digital Marketing and Customer Journey Report

Issued by [Social Places](#)

16 May 2022

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These stats offer insight into how consumers engage with businesses online, how their behaviour has changed due to Covid, and if aspects such as listings, reviews or localised content should matter if you're a franchise or multi-location business.

Key findings:

- 91% of consumers trust reviews as much as a personal recommendation
- 72.2% of consumers have left an online review, up from 64.8% in 2021
- 74.3% of consumers prefer to interact with brands at a local level
- 64.7% of consumers have found outdated or incorrect information on platforms like Google
- 89.8% of consumers expect a business to respond to their negative review,

For the full results and insights, please visit <https://socialplaces.io/digital-marketing-and-customer-journey-report/>.

Social Places Team

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Social Places

Social Places is a MarTech company that specialises in location-based marketing and reputation management for multi-location and/or franchised brands.

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