

Moz Local Closes the Marketing Loop for Wpromote



WPROMOTE



MOZ
LOCAL

Founded in 2001, Wpromote is an award-winning digital marketing firm with eight offices across the US. As the Challenger Agency, Wpromote utilizes integrated search, social, and email marketing tactics to challenge its clients' competitors.

Expertise

Digital marketing for high-growth companies and major brands, including Toyota, Marriott, CIT, Bayer, and Verizon.

A location data management software solution that:

- Scales to the needs of multi-location, enterprise-level clients
- Maximizes the digital marketing of major brands' distributed business locations without requiring massive manual inputs
- Wisely invests marketing budget, avoiding waste

Challenge

Leading stationer Papyrus with 208 locations, lacking a solution for location data management.



Requirements

- Increase data accuracy for local business listings
- Detect and close duplicate listings
- Improve key consumer interactions with local business listings for 200 select locations

Solution

Moz Local automates location data management for enterprise entities, improving brand-consumer experience and supporting high local rankings with minimum manual inputs.

Results



82%
increase in listing views



42%
increase in directions requested



26%
growth in click-to-calls

A leading North American stationer solidifies its local footprint, completing its digital marketing strategy

After Wpromote completed a successful site migration for personal expression products leader PAPYRUS, they identified local search as the missing piece of this major brand's digital marketing strategy. PAPYRUS has 400 retail locations, but lacked an adequate location data management strategy to support them.

1. Wpromote implemented e-commerce, SEO, and PPC solutions for PAPYRUS
2. Wpromote chose Moz Local for A-game management of this multi-location brand's business listings on the most impactful platforms.

Wpromote needed to ensure that PAPYRUS' local search efforts weren't relegated to lower funnel status, but would provide net new opportunities for the brand.

Results

Wpromote's client saw the following yields from implementing Moz Local:

Total searches:

- **10%+** increase
- **1,031,280** more searches



Total listing views:

- **82%+** increase
- **10,443,059** more views



Total directions requested:

- **42%+** increase
- **45,857** more potential in-store shoppers



Total clicks-to-call growth:

- **26%+** increase



Wpromote needed to ensure that PAPYRUS' local search efforts weren't relegated to lower funnel status, but would provide net-new opportunities for the brand.

"Moz Local closed the loop on our integrated local search strategy. Standardizing our store information was vital for local success."



Rachel Bucey

Director of SEO, Wpromote

"Wpromote offered a smarter solution that exceeded our expectations and didn't just deliver results & foot traffic, but also helped us to dominate our brand presence on Google."



Jee Shin

Director of E-Commerce,
Schurman Retail Group (Papyrus)

Ready to recommend a smart solution to clients?
Make Local your advantage: moz.com/local

