

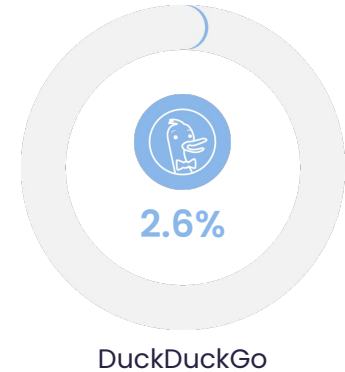
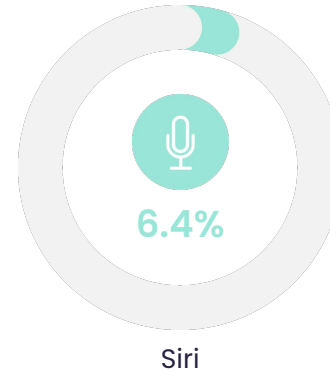
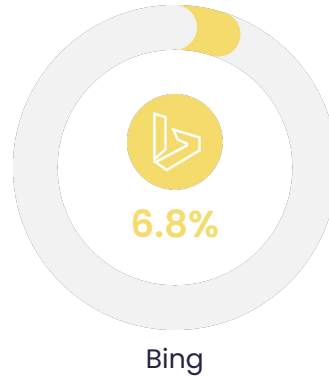
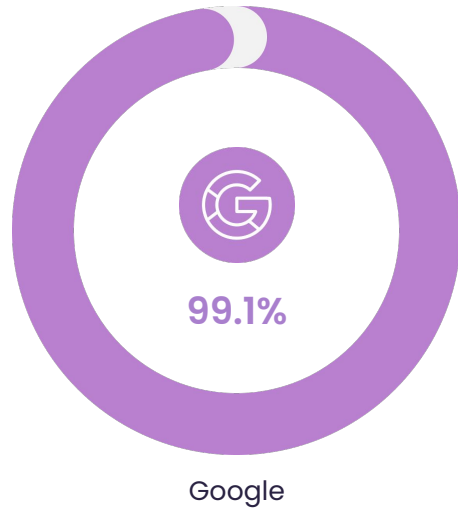


Social Places

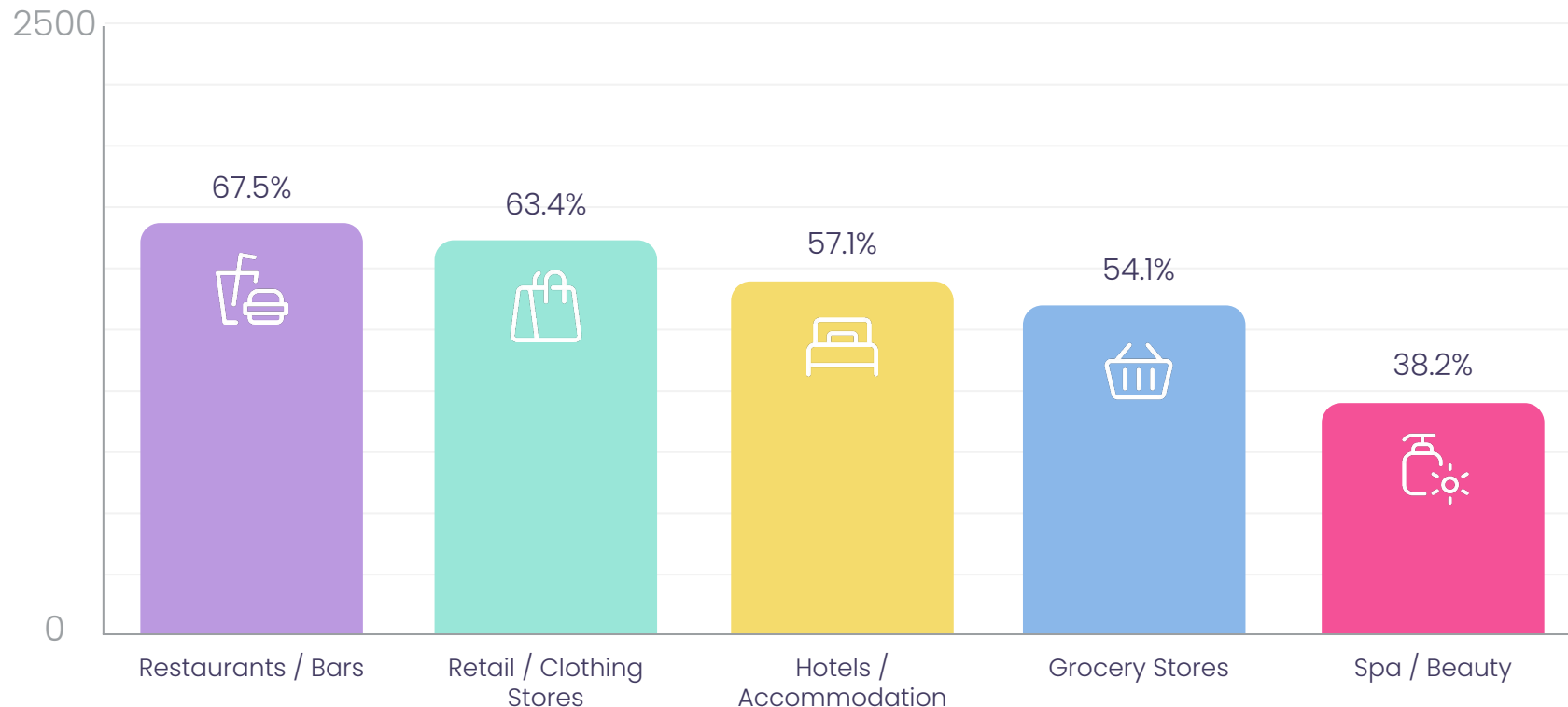
2022

Digital Marketing
and Customer
Journey Report

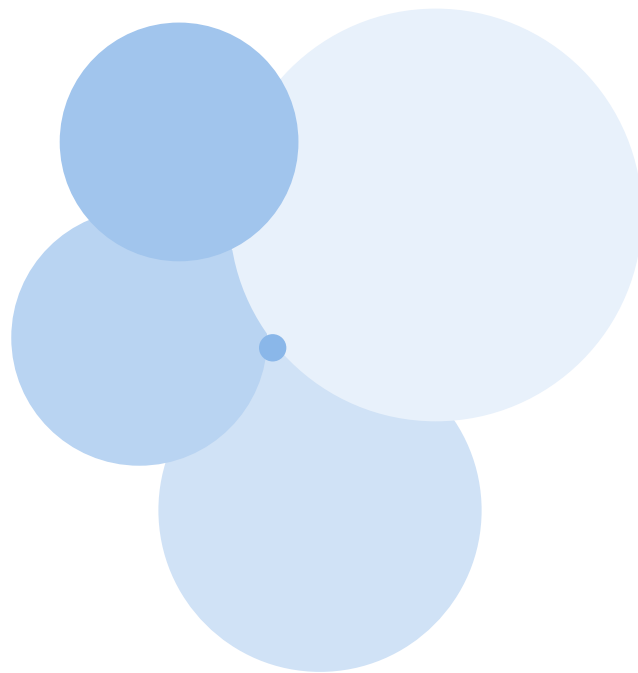
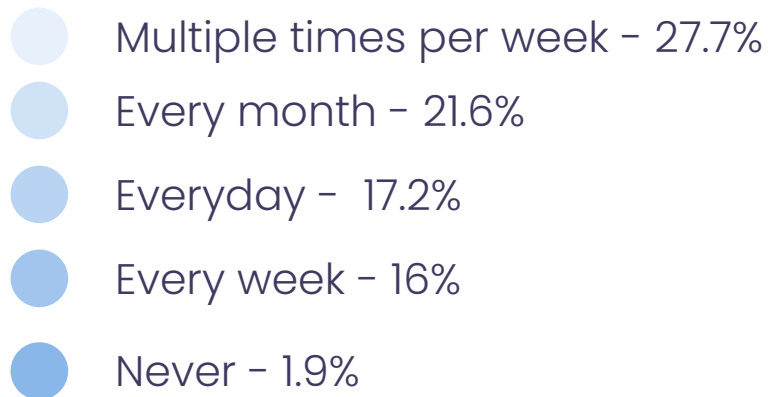
99.1% of consumers said that they use Google as their preferred search method with 7.65% indicating that they use voice search methods.



Restaurants and Bars were the most searched for businesses followed by Retail and Clothing stores



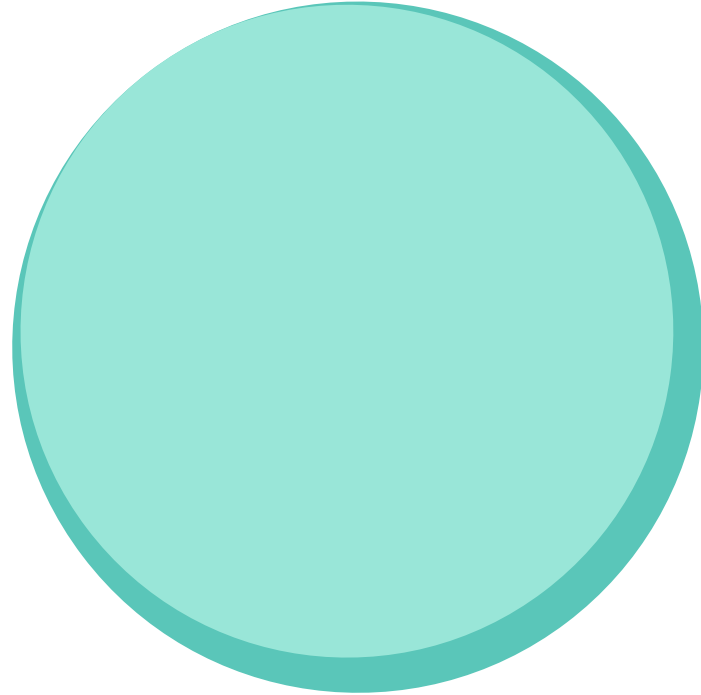
43.7% of consumers are searching for local businesses weekly, with **17.2%** making daily searches.



96.6% of consumers said that they read online reviews.

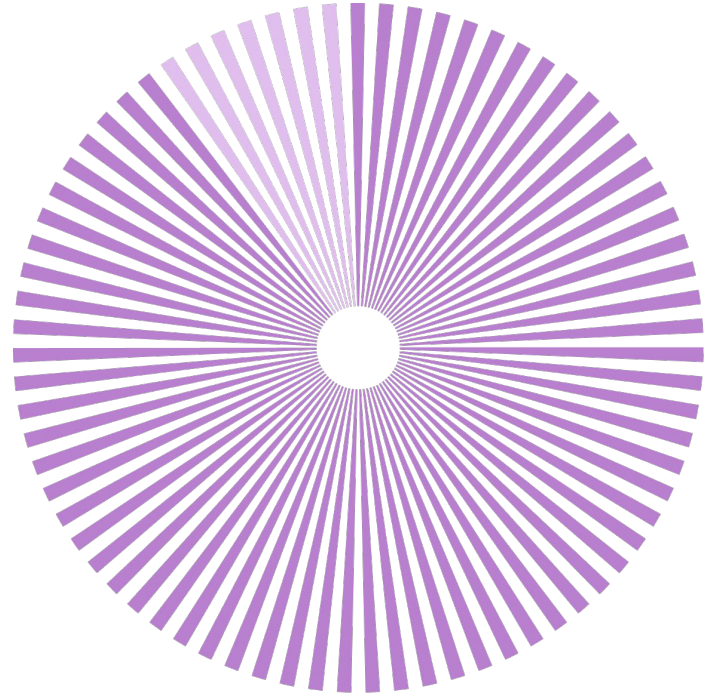
Compared to 93% in 2021.

-  2022 - 96.6%
-  2021 - 93%



90.8% of people read the business' response to their customers.

-  People who read the business' responses - 90.8%
-  People who do not read the business' responses - 9.2%



93.5% of consumers prefer using Google Maps

Google Maps - 93.5%

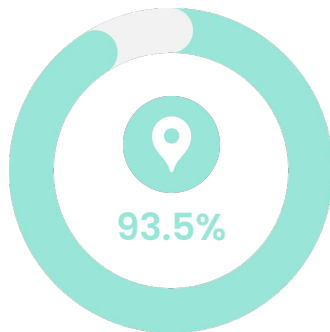
Waze - 11.7%

Garmin - 7.6%

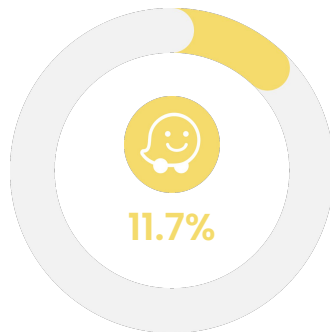
Apple Maps - 6%

TomTom - 3.4%

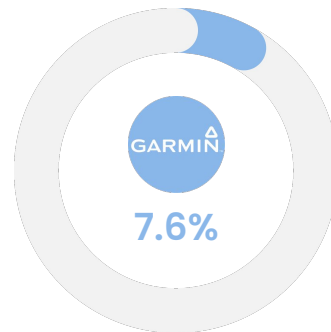
Car/Satnav - 2.3%



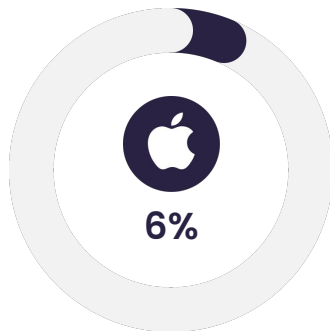
Google Maps



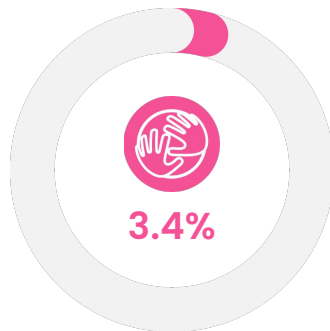
Waze



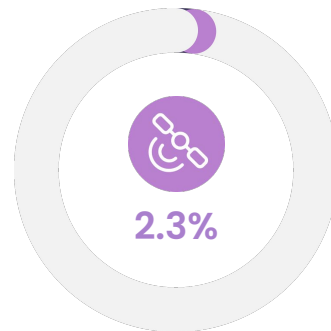
Garmin



Apple Maps



TomTom



Car/Satnav

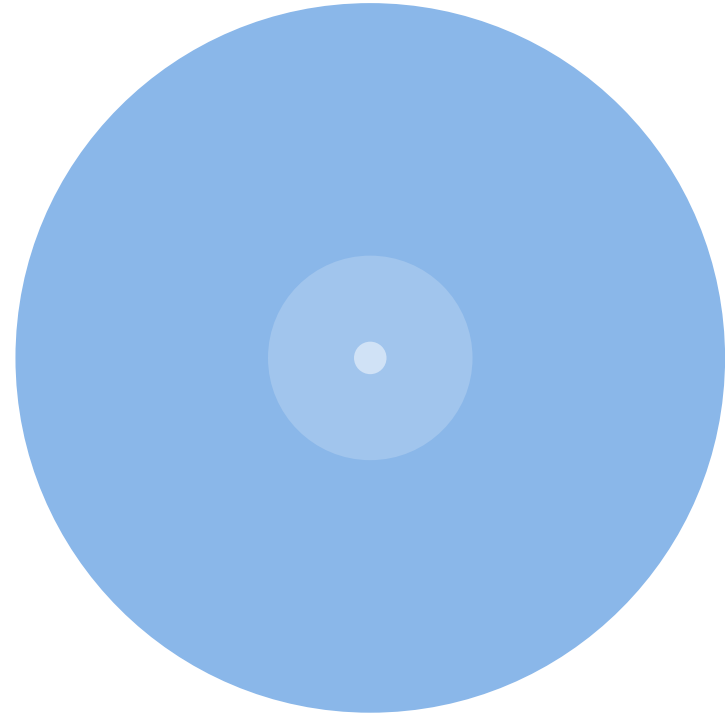
59.3% of people have left online suggestions for businesses on their listings.

- Yes - 59.3%
- No - 40.7%

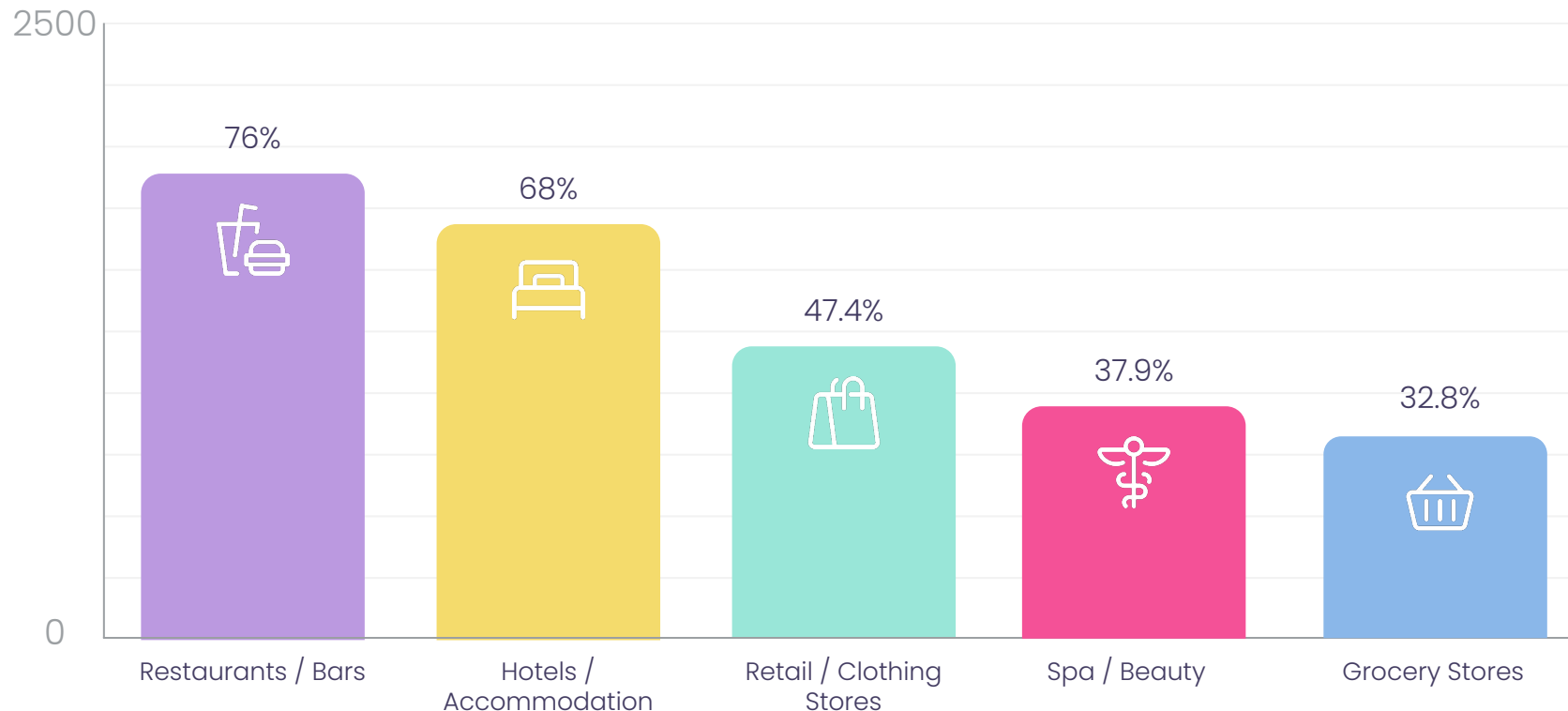


67.8% of people prefer to make online bookings.

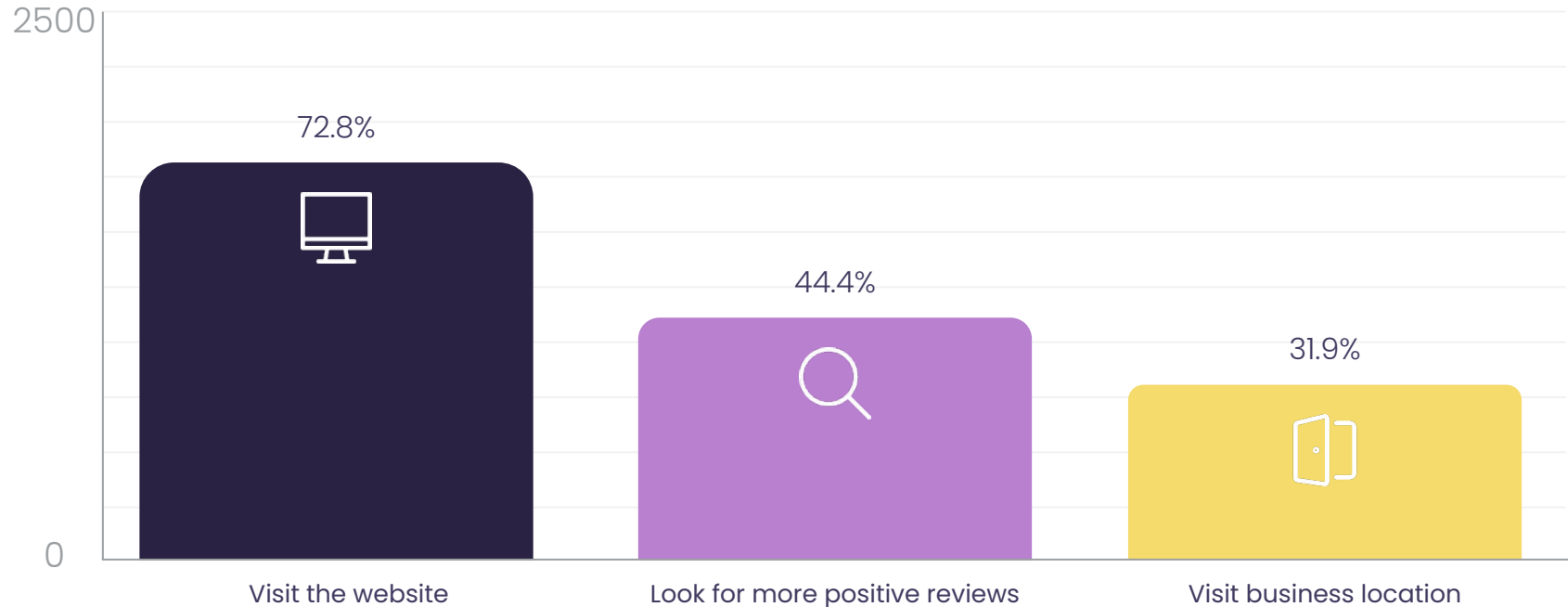
- Online bookings - 67.8%
- Telephone bookings - 28.4%
- Other - 3.8%



Consumers read online reviews mostly for **Restaurants and bars** followed by Hotels/Accommodation



Positive reviews influence people to interact with a business. Most consumers will visit the Website of a business after reading a positive review.



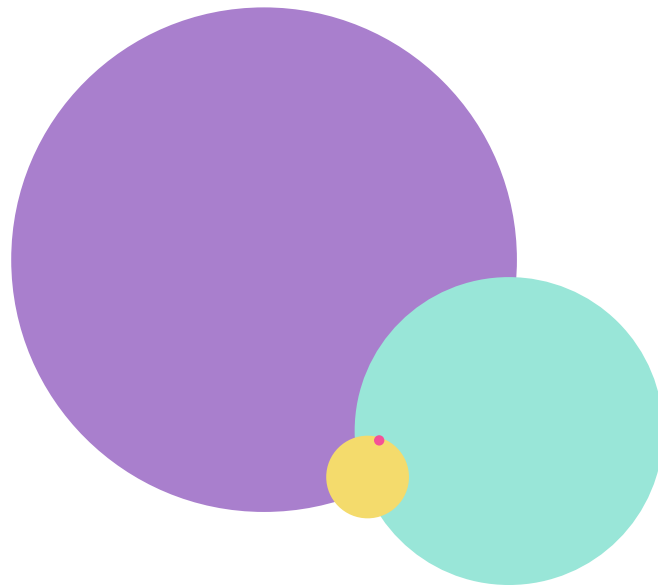
86.7% of consumers said they are more likely to use a business based on positive reviews

- Positive reviews make me want to visit – 86.7%
- Negative reviews make me not want to visit – 30.6%
- I prefer to select business based on other factors – 14.9%

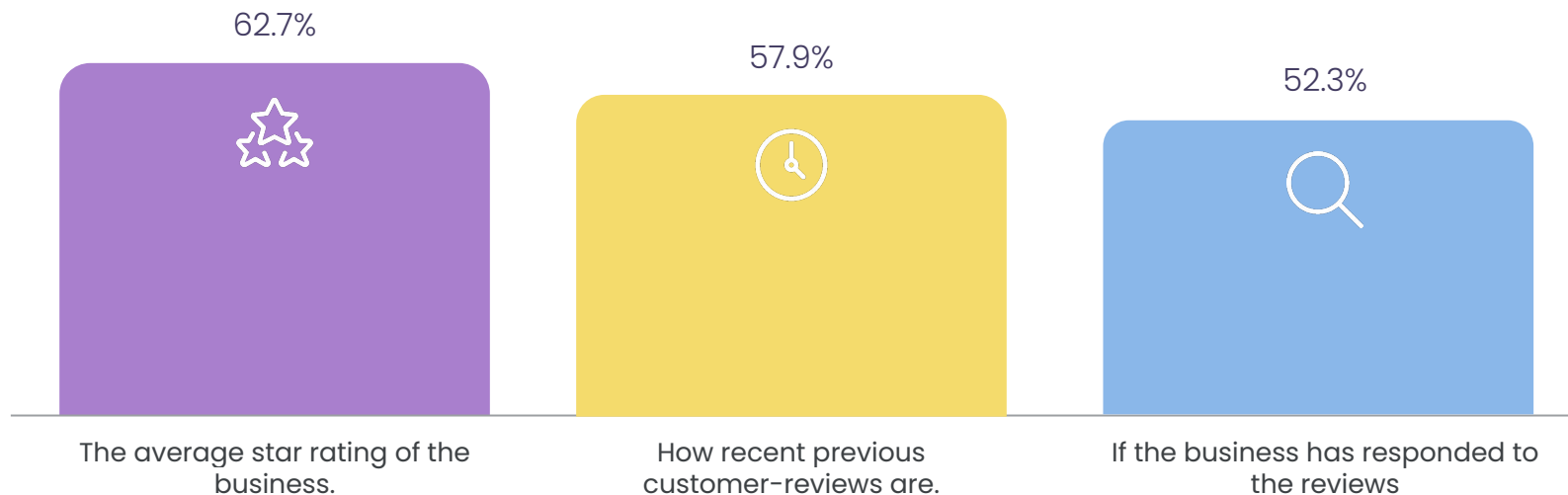


91% of consumers trust reviews as much as a personal recommendation.

-  Yes, but only if there are multiple reviews – 56.5%
-  Yes, online reviews have a strong influence on my buying decisions – 34.5%
-  No, I am skeptical about online reviews – 8.6%
-  I don't read online reviews – 0.5%



When judging a local business based on their reviews, **62.7%** of consumers primarily pay attention to the business' average star rating.



Criteria considered while judging a local business:

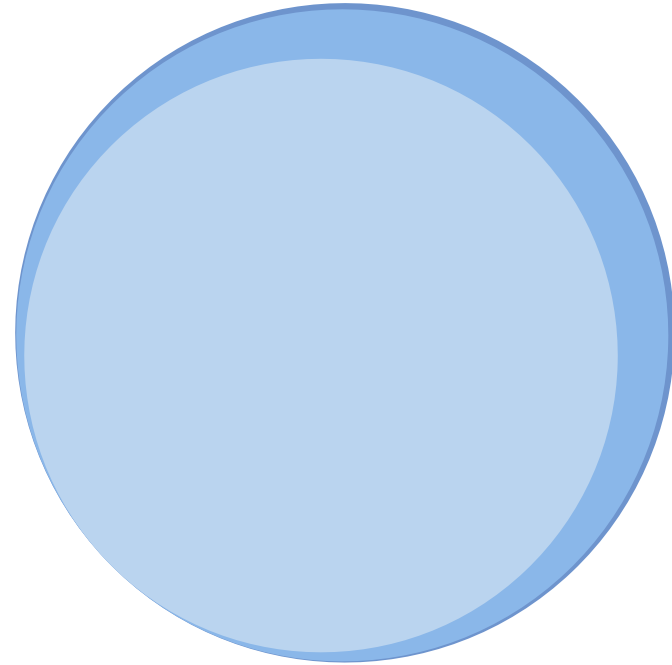
46.7% of consumers are more likely to choose a business with a 4 star rating or higher

- 4/5 Stars - 46.7%
- 3/5 Star - 35.5%
- 5/5 Star - 11.6%
- 2/5 Star - 3.2%
- 1/5 Star - 3%

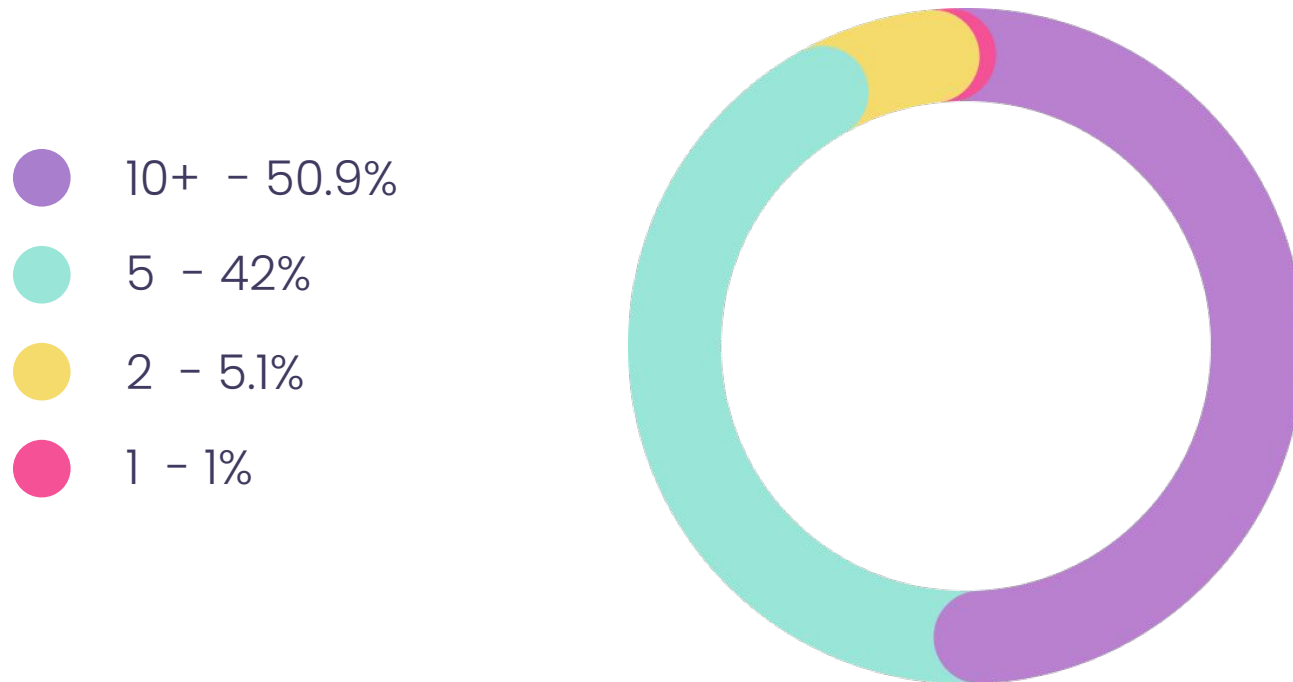


80.8% of consumers only trust a business's review score if they have 10 or more reviews.

- 1+ Reviews – 1.9%
- 5 Reviews – 17.4%
- 10+ Reviews – 80.8%



50.9% of consumers will read 10 or more reviews before they consider a business to be trustworthy.



35.6% of customers prefer reading reviews not older than two weeks

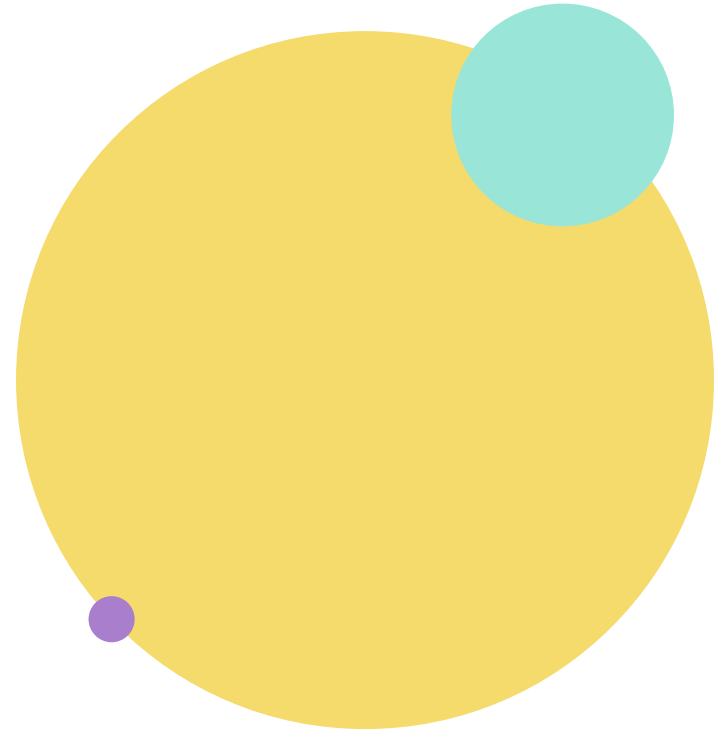
- Within 2 weeks - 35.6%
- Within 1 month - 30.1%
- Within 2-3 months - 21.3%
- Within 4-6 Months - 7.6%
- Within 7-12 Months - 3.7%
- Over 1 Year old - 1.6%



72.2% of people have left an online review

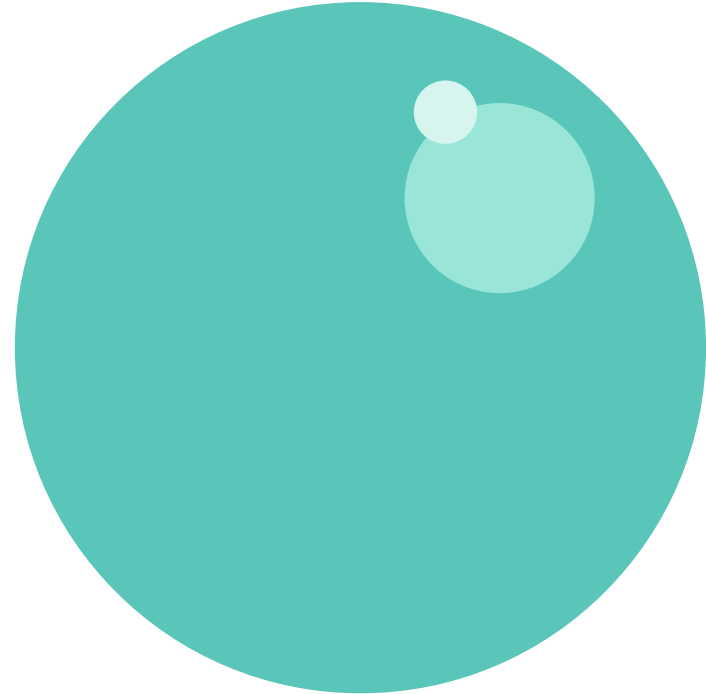
compared to 64.8% in 2021.

- Yes, I have left a review - 72.2%
- No, but I plan to do so in future - 23%
- No, and I don't plan to - 4.8%

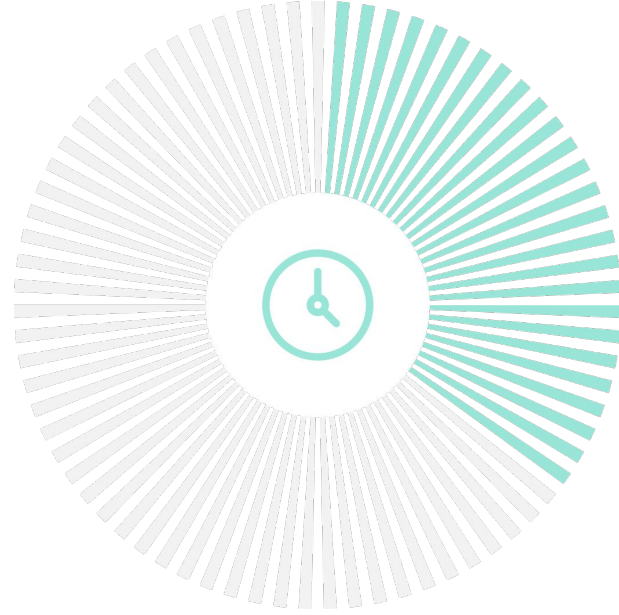
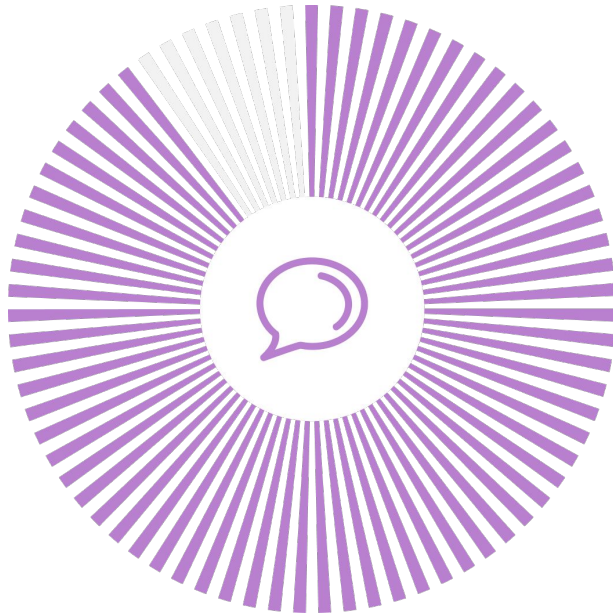


72.5% of people have been asked to leave a review for a business

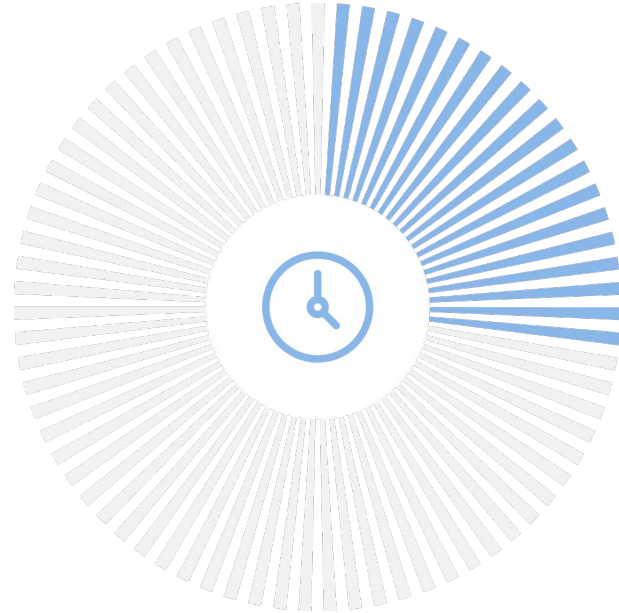
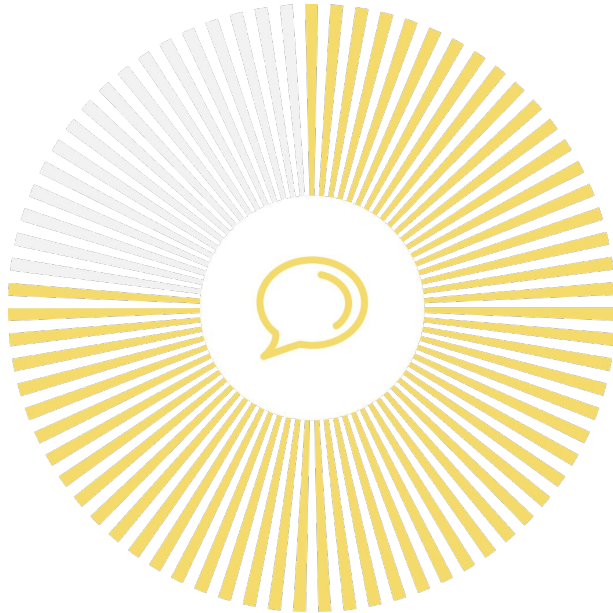
- Yes, I have been asked to leave a review and have – 63.4%
- I have never been asked to leave a review – 27.5%
- Yes, but I did not leave a review – 9.1%



89.8% of consumers expect a business to respond to their negative review and **35.8%** expect the response within 24 hours.



75.7% of consumers expect a business to respond to their positive review and **27.3%** expect the response within 24 hours.



83.8% of consumers prefer to get feedback on their complaint via email.



Email
83.8%



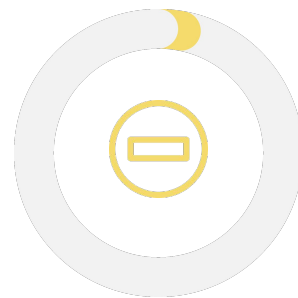
Telephone
38.3%



SMS
24.1%



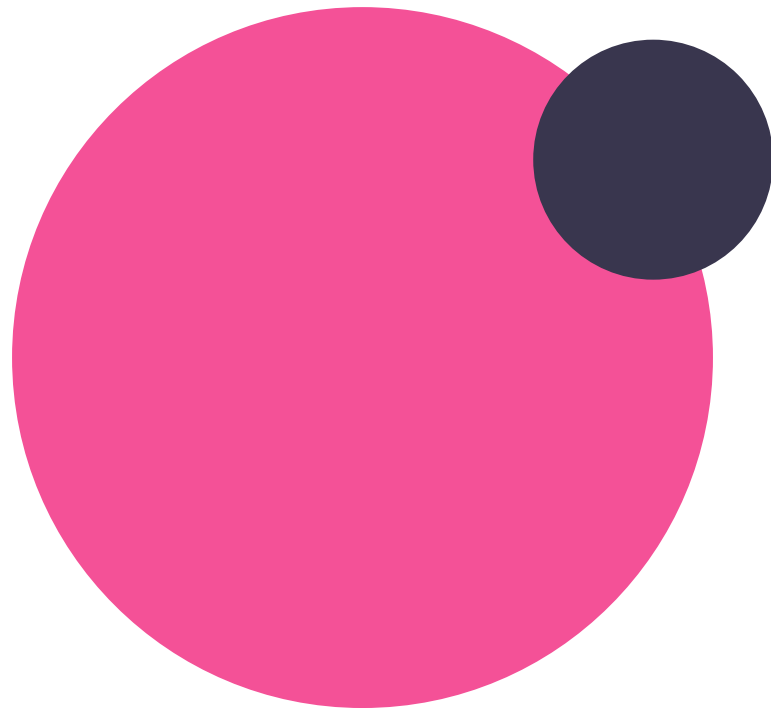
WhatsApp
22.9%



I don't expect
feedback
4.7%

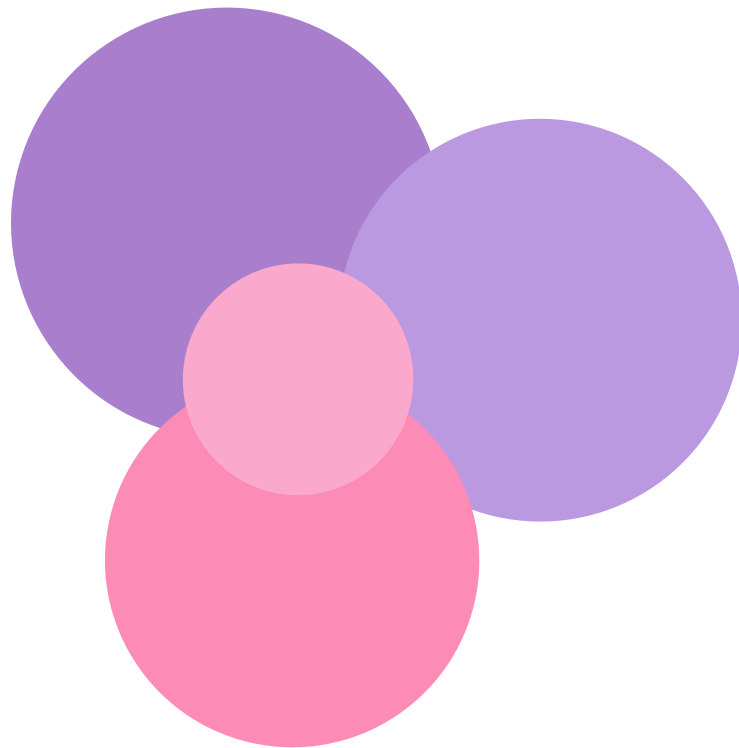
74.3% of people prefer to interact with a brand on a local level.

- Local Business
– 74.3%
- Brand head
office – 25.7%

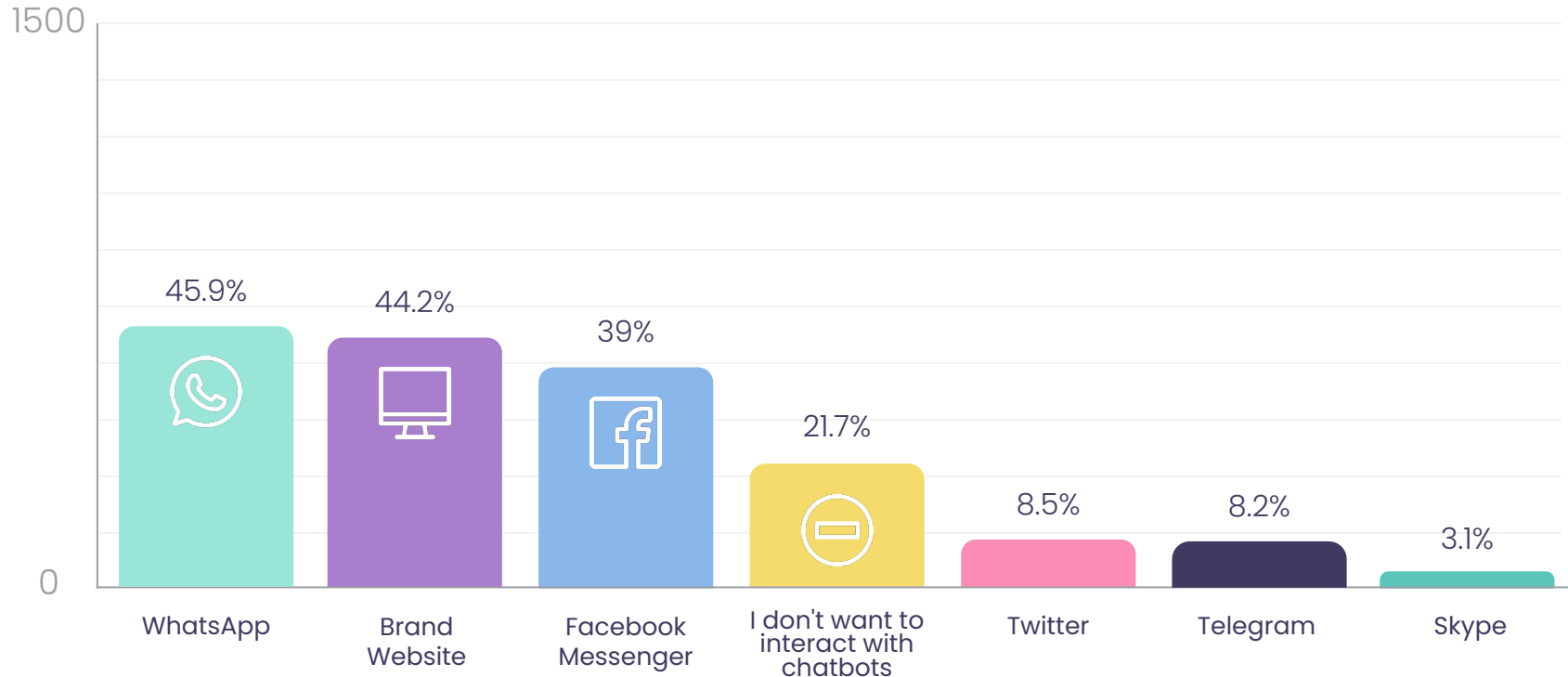


User experience when interacting with a chatbot

-  The experience was ok - 29.9%
-  I used a chatbot but the experience was frustrating - 28.5%
-  I haven't interacted with a chatbot - 25.4%
-  The chatbot was helpful - 16.2%

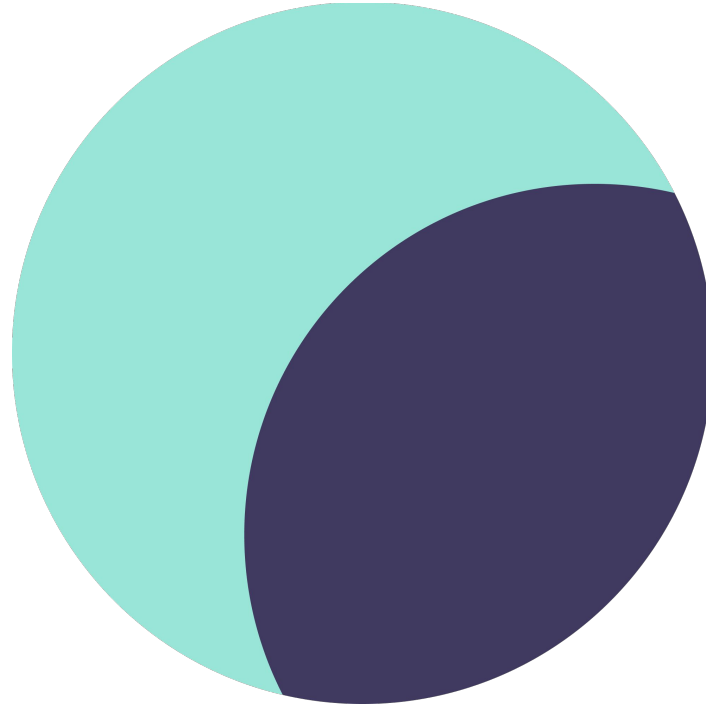


45.9% of consumers chose WhatsApp as the preferred channel to interact with a chatbot.



57.9% of people would prefer to interact with a chatbot if it gave immediate helpful feedback.

-  Yes - 57.9%
-  No - 42.1%



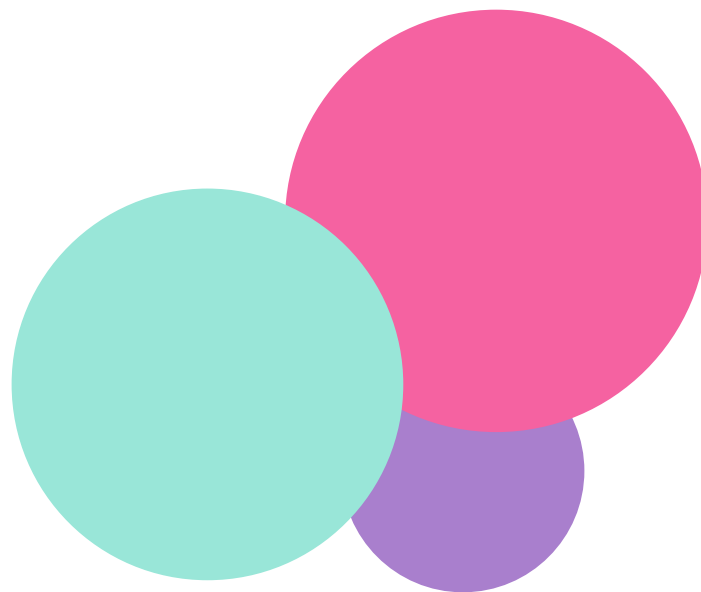
64.7% of people have found incorrect information on platforms like Google due to COVID-19 restrictions.

-  Incorrect information – 64.7%
-  Reliable information – 35.3%



37.1% of consumers feel more comfortable with a contactless menu/register while **40.4%** of people feel it doesn't matter

- Yes - 37.1%
- No - 22.5%
- Doesn't matter - 40.4%

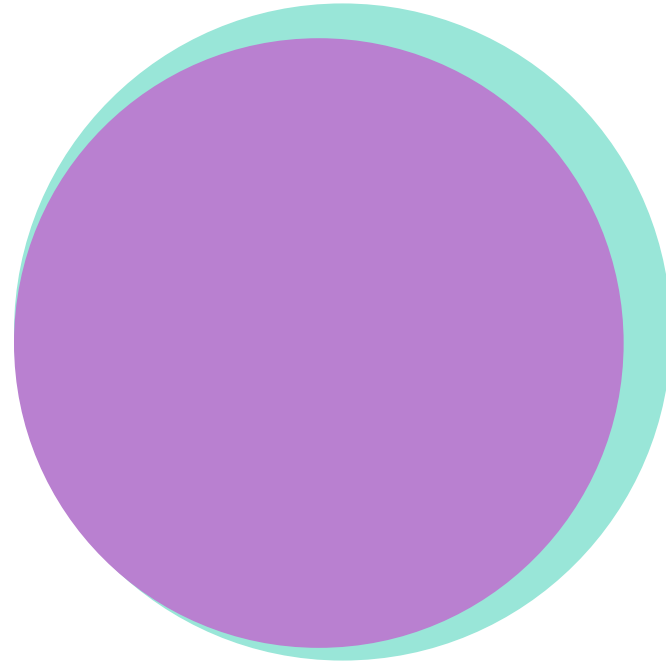


42.3% of consumers turn to Google to find the most up to date info on a business.



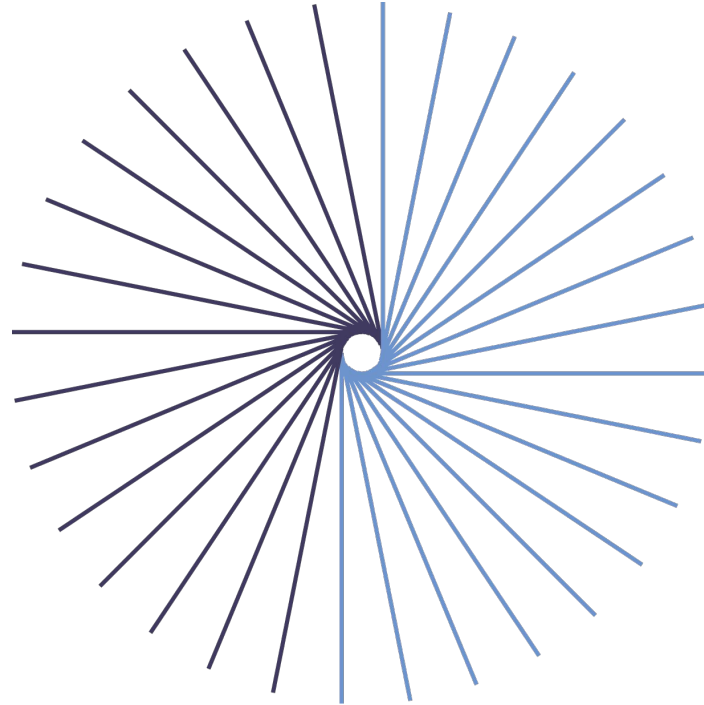
Negative COVID-19 reviews make **84.7%** of consumers less likely to visit the business.

- Yes, I am less likely to visit – 84.7%
- No, it doesn't bother me – 15.3%



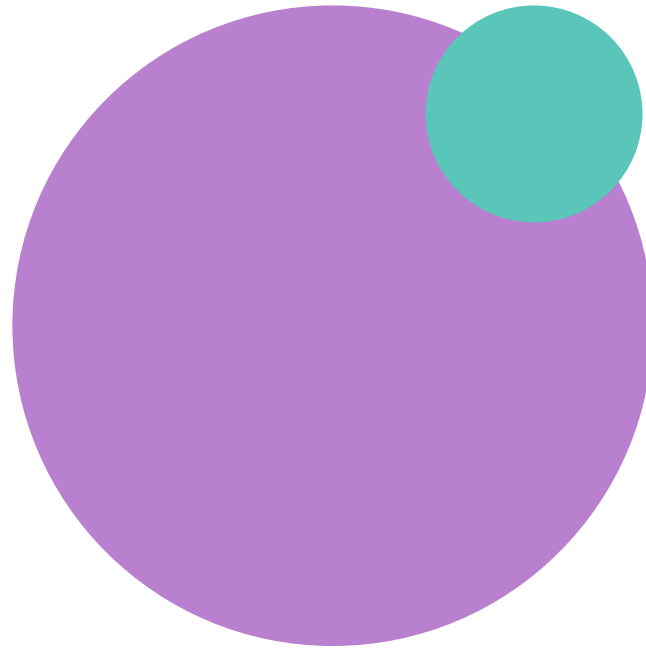
51.3% of people have written a review to help a struggling business.

- Yes - 51.3%
- No - 48.7%



25.2% of consumers have written negative reviews about businesses not adhering to COVID-19 protocols

-  Yes - 25.2%
-  No - 74.8%



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