

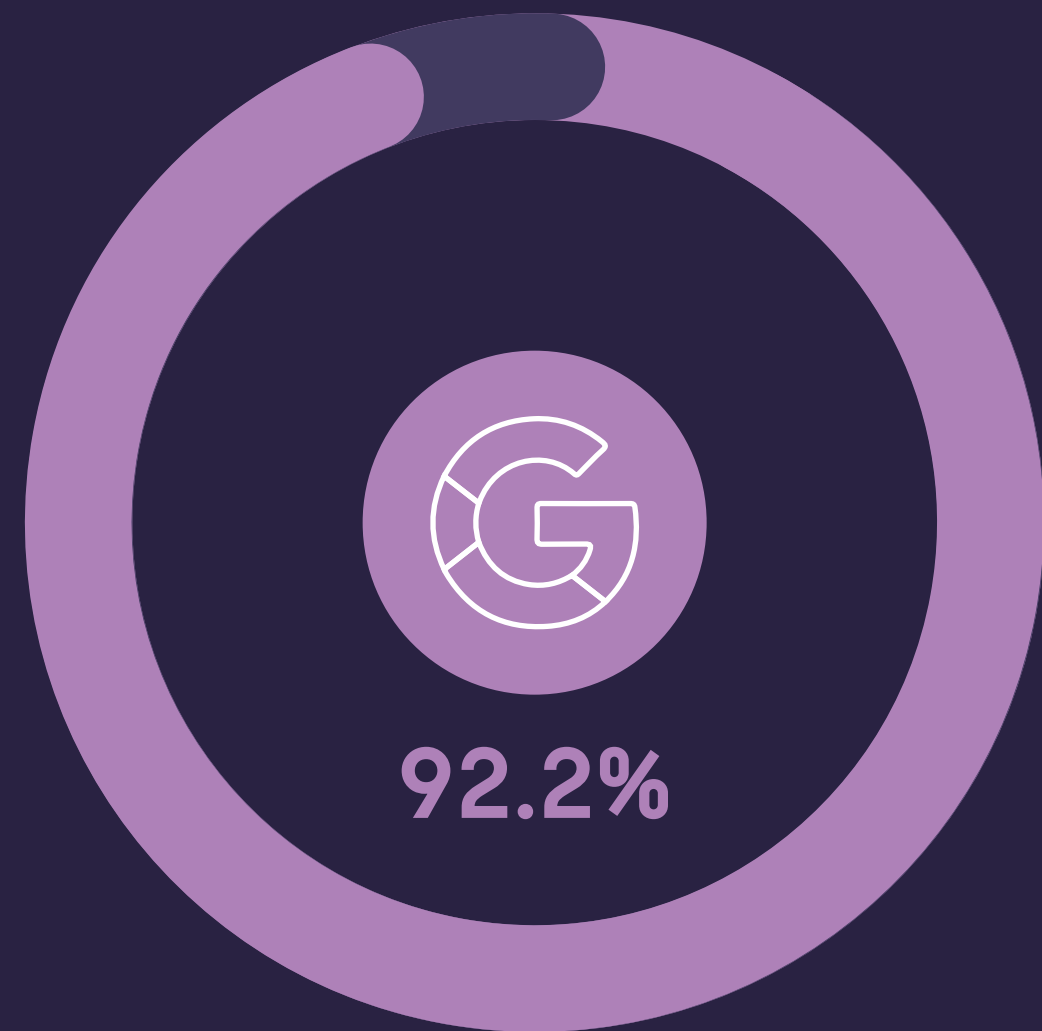


**Social Places**

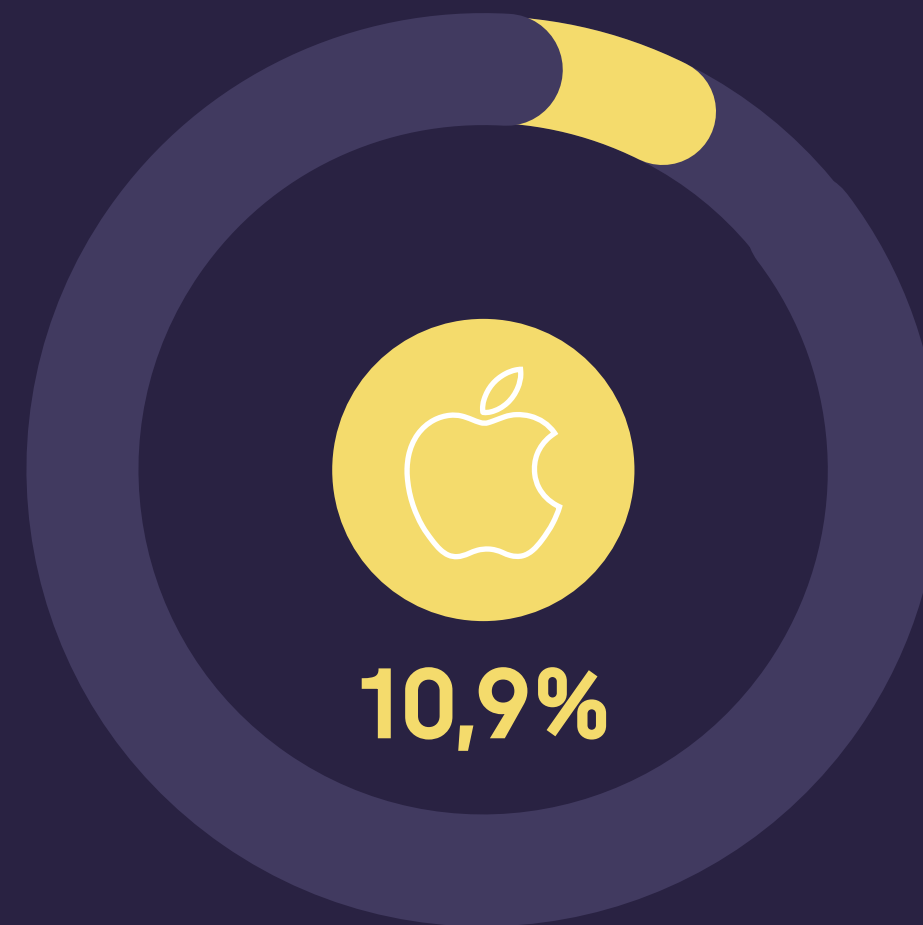
**2023**

**Digital Marketing  
and Customer  
Journey Report**

92.2% of consumers said that they preferred Google as their primary search method.



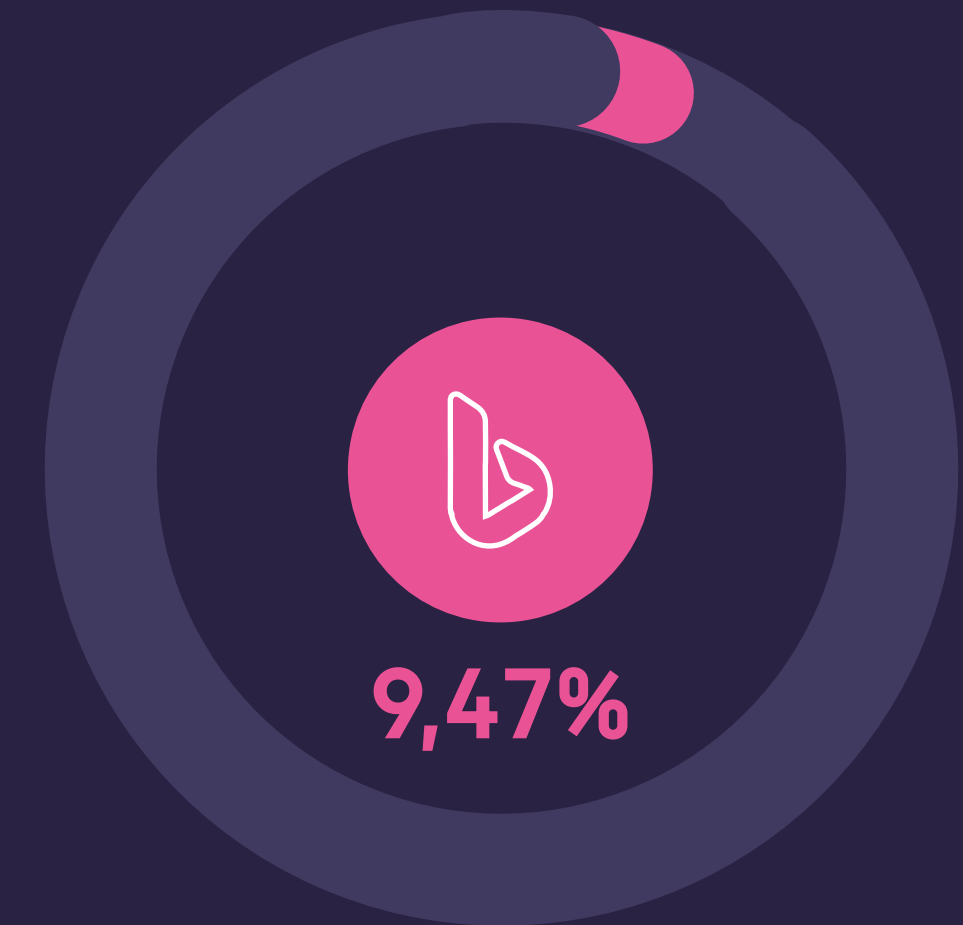
Google



Siri

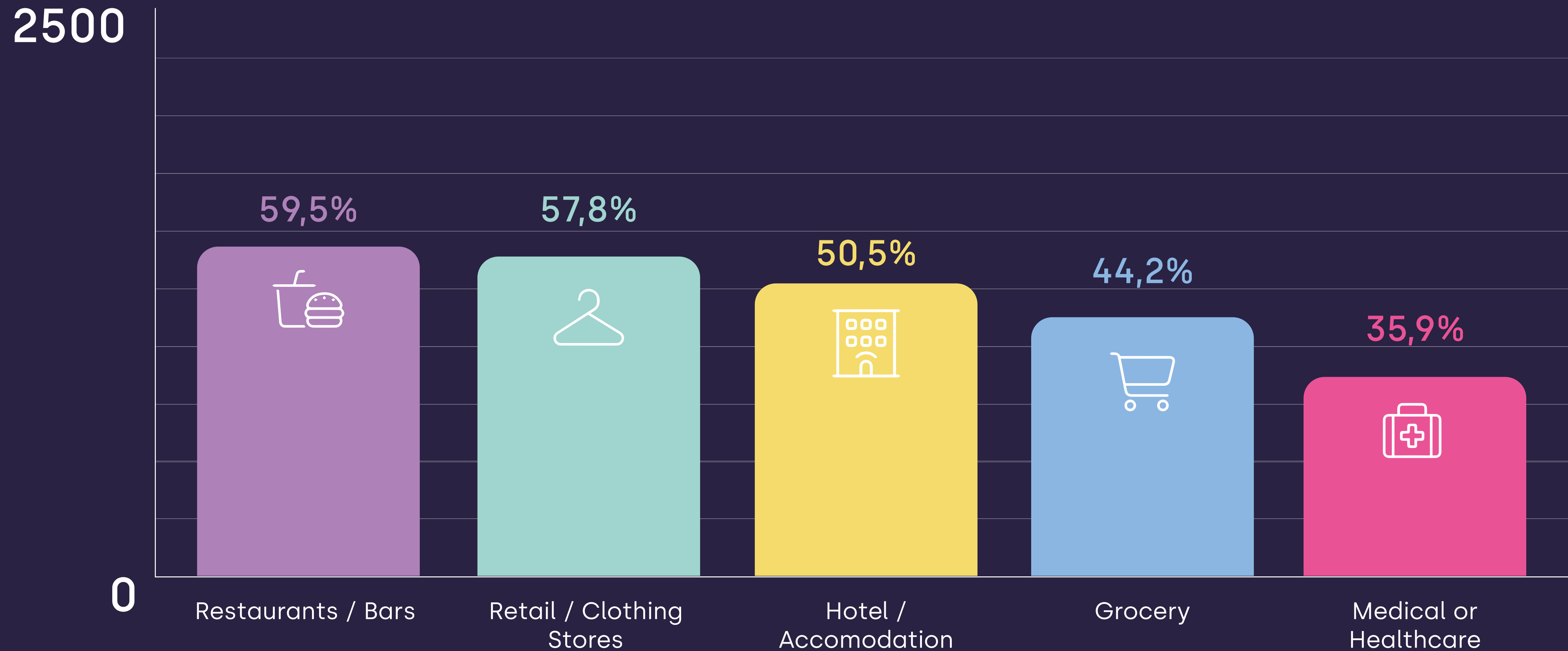


Alexa



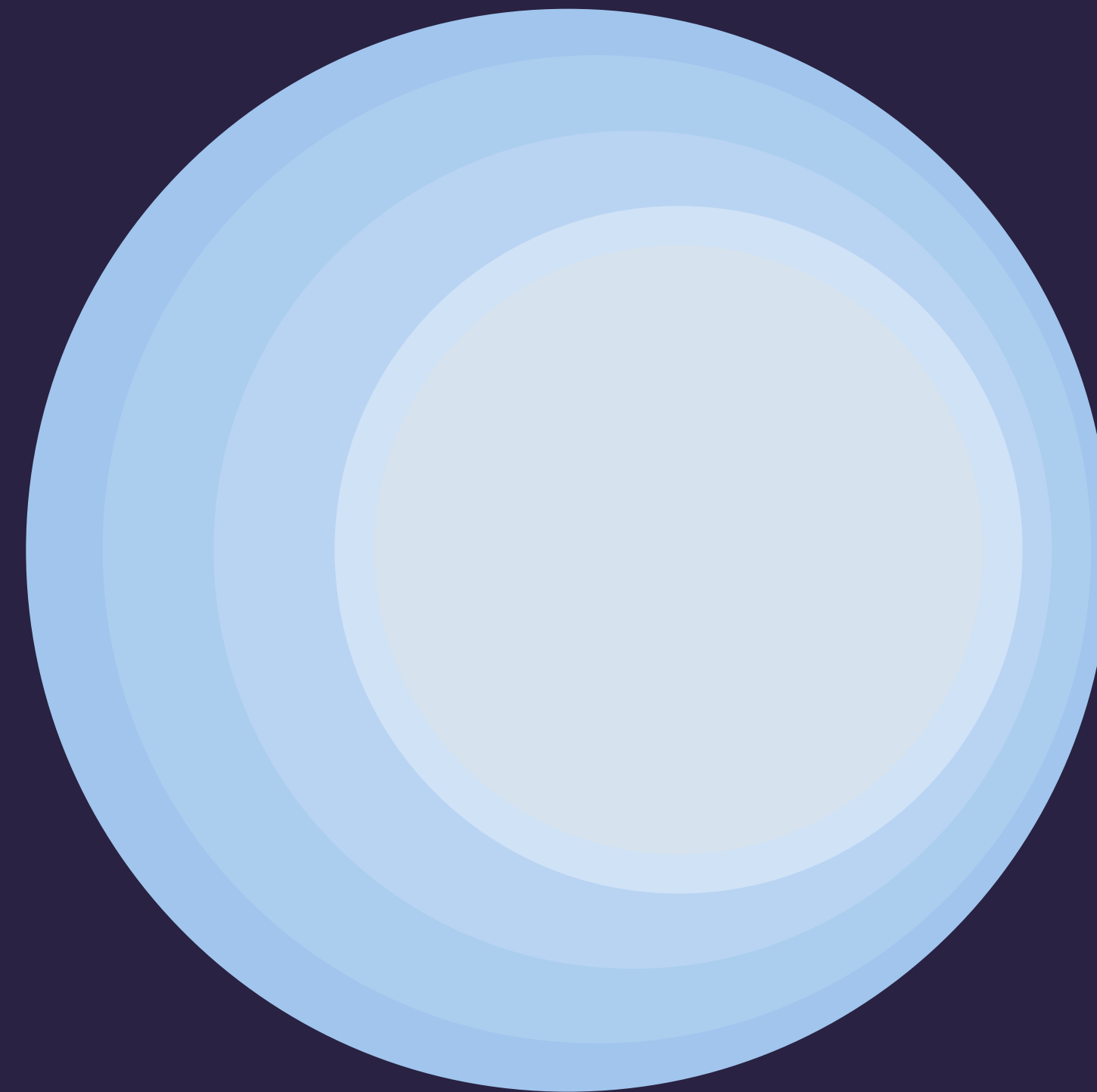
Bing

# Restaurants and Bars were the most searched for businesses in 2023



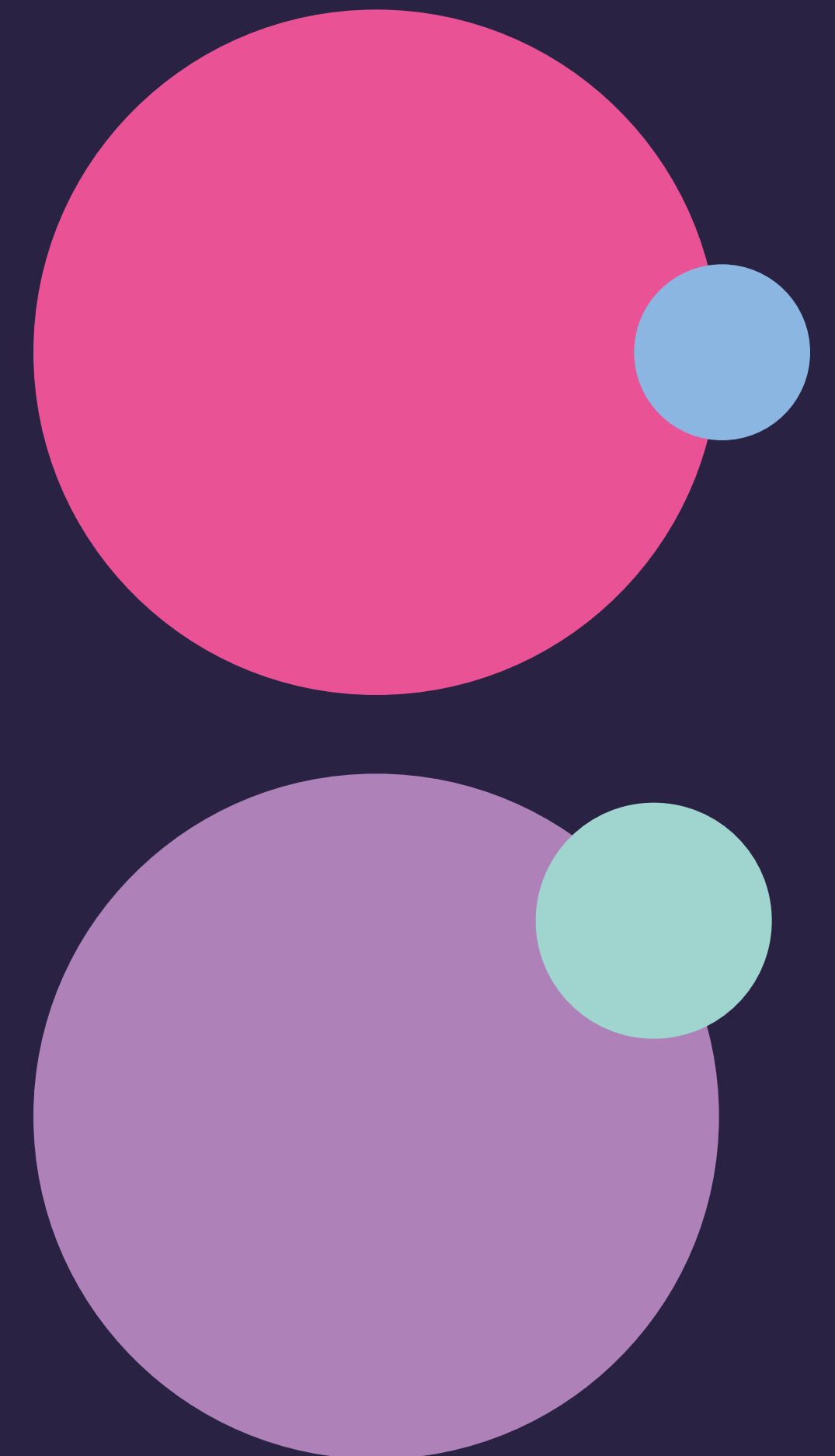
**71,6%** of consumers are searching for local businesses weekly, with **27,5%** making daily searches.

- Multiple times per week - 25.7%
- Every month - 24.8%
- Every week - 18.4%
- Everyday - 14.3%
- Multiple times a day - 13.2%



**92,8%** of consumers read online reviews,  
while **90,6%** read business' responses to customers

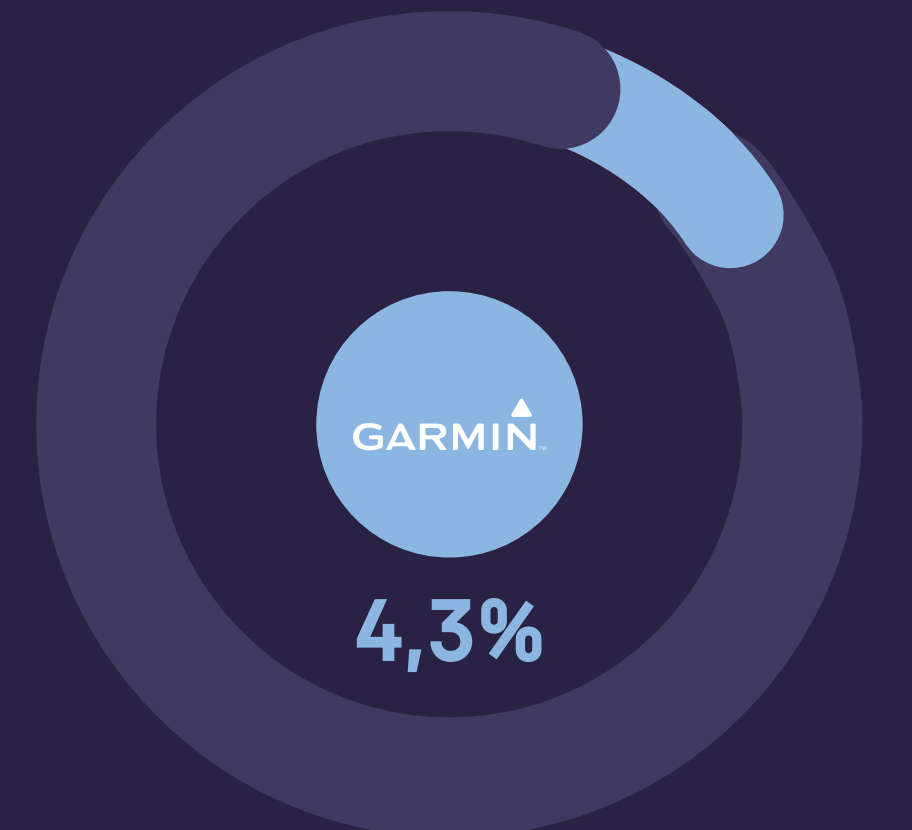
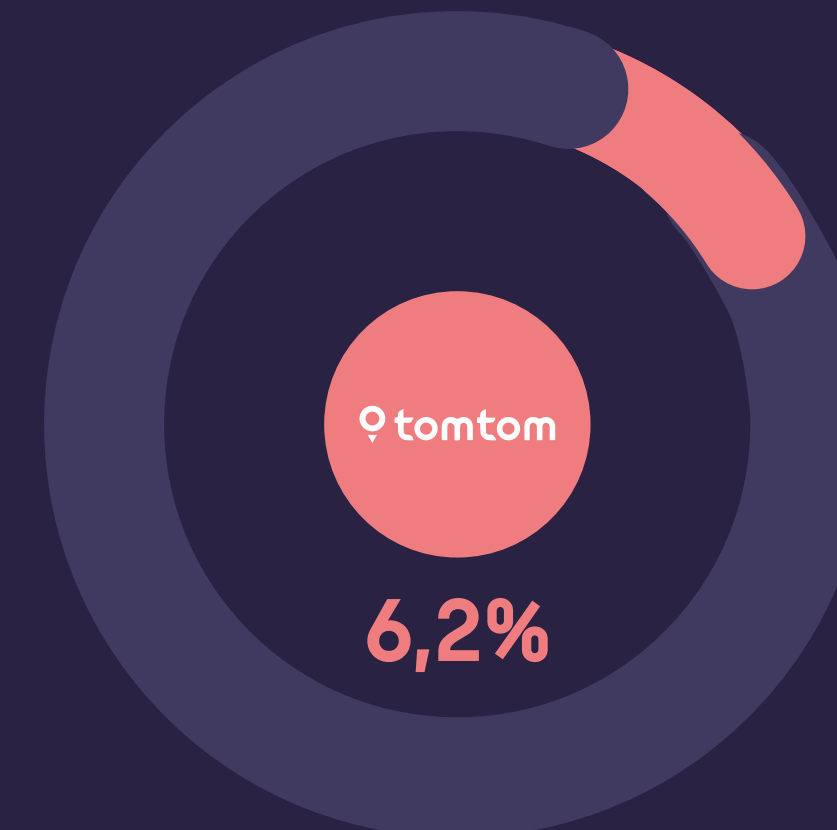
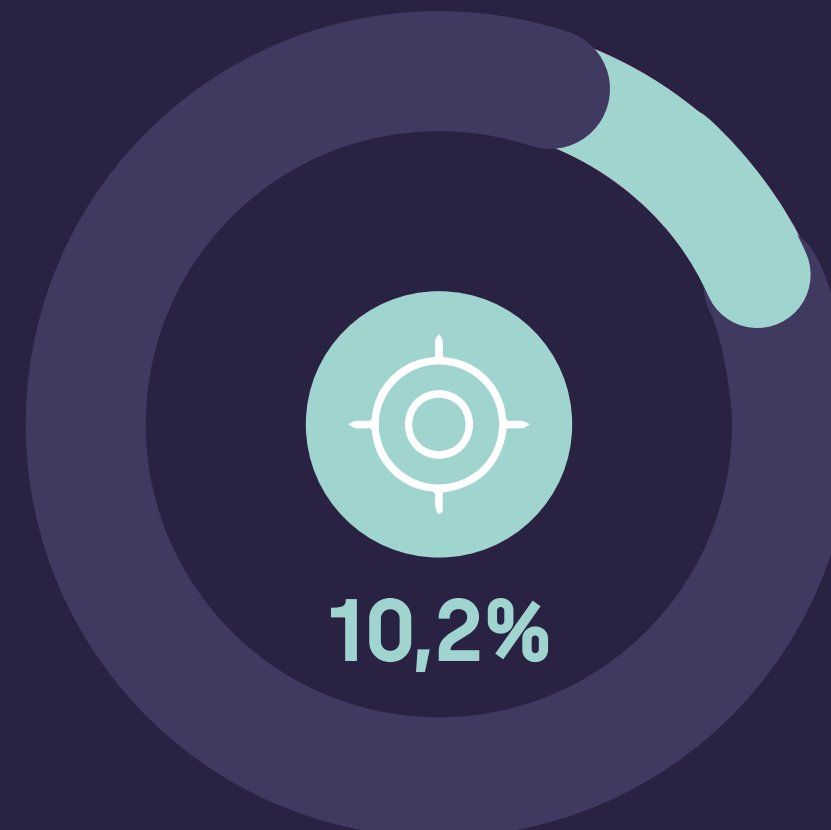
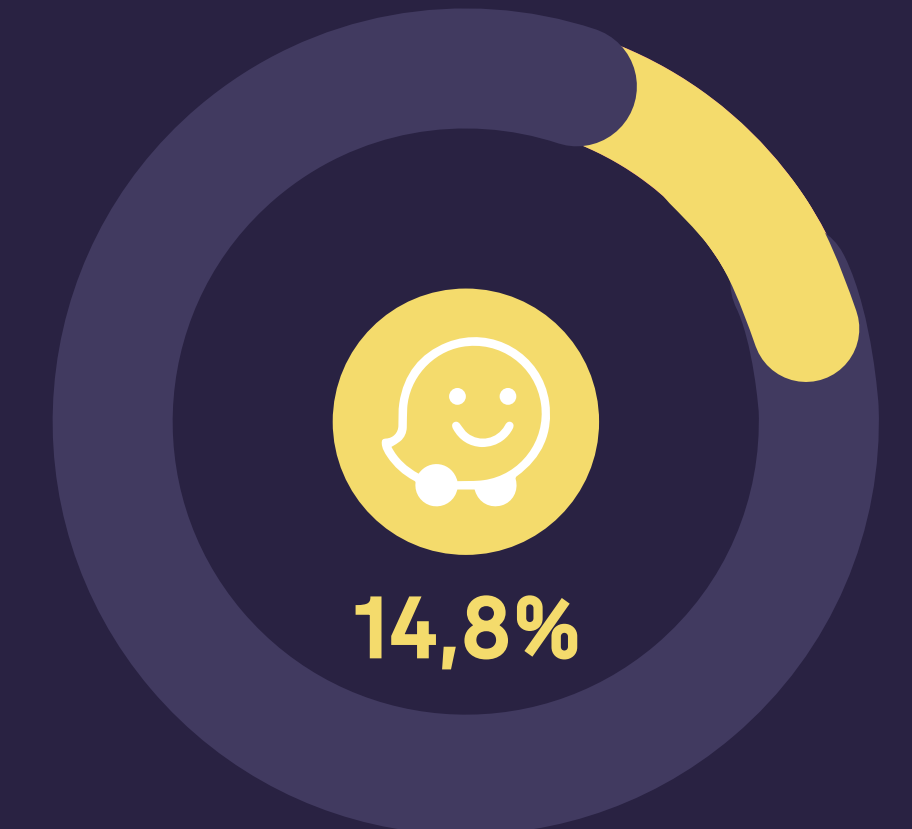
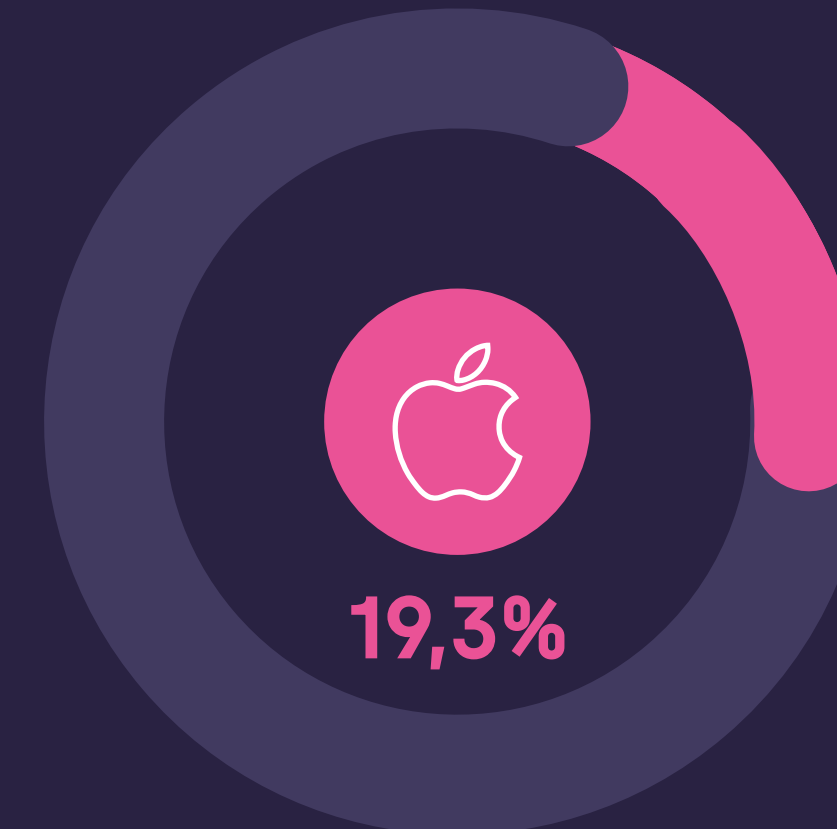
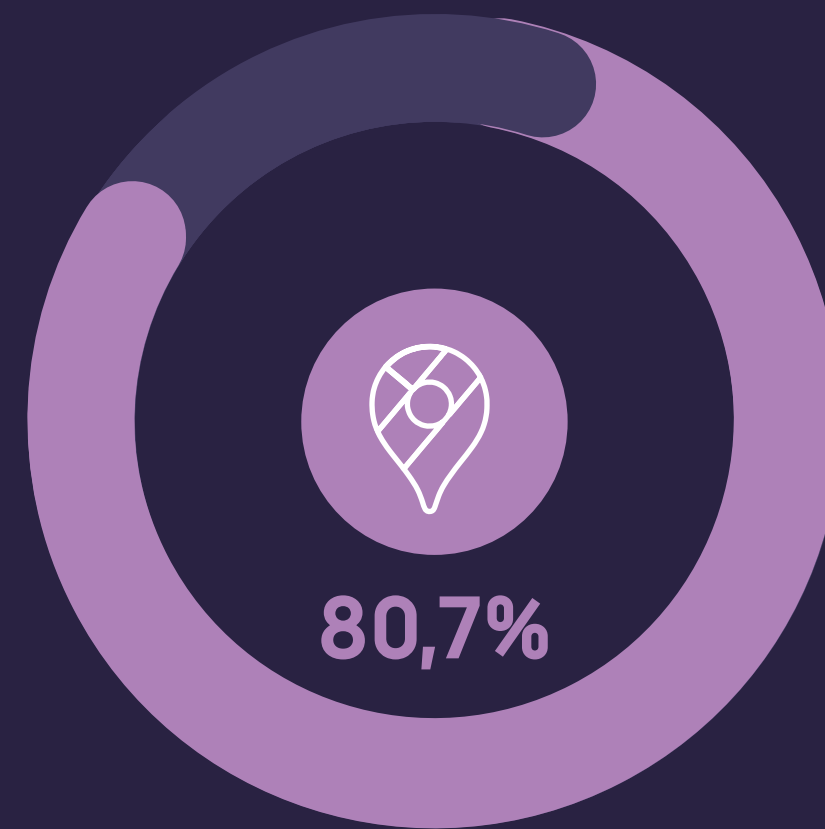
- Consumers read online reviews - 92,8%
- Consumers don't read online reviews - 7,11%
- Consumers read a businesses' response to their customers reviews - 90,6%
- Consumers don't read a businesses' response to their customers reviews - 9,3%



# 80,7% of consumers prefer using Google Maps as their primary navigation tool.

Apple Maps has increased from 6% to 19,3%

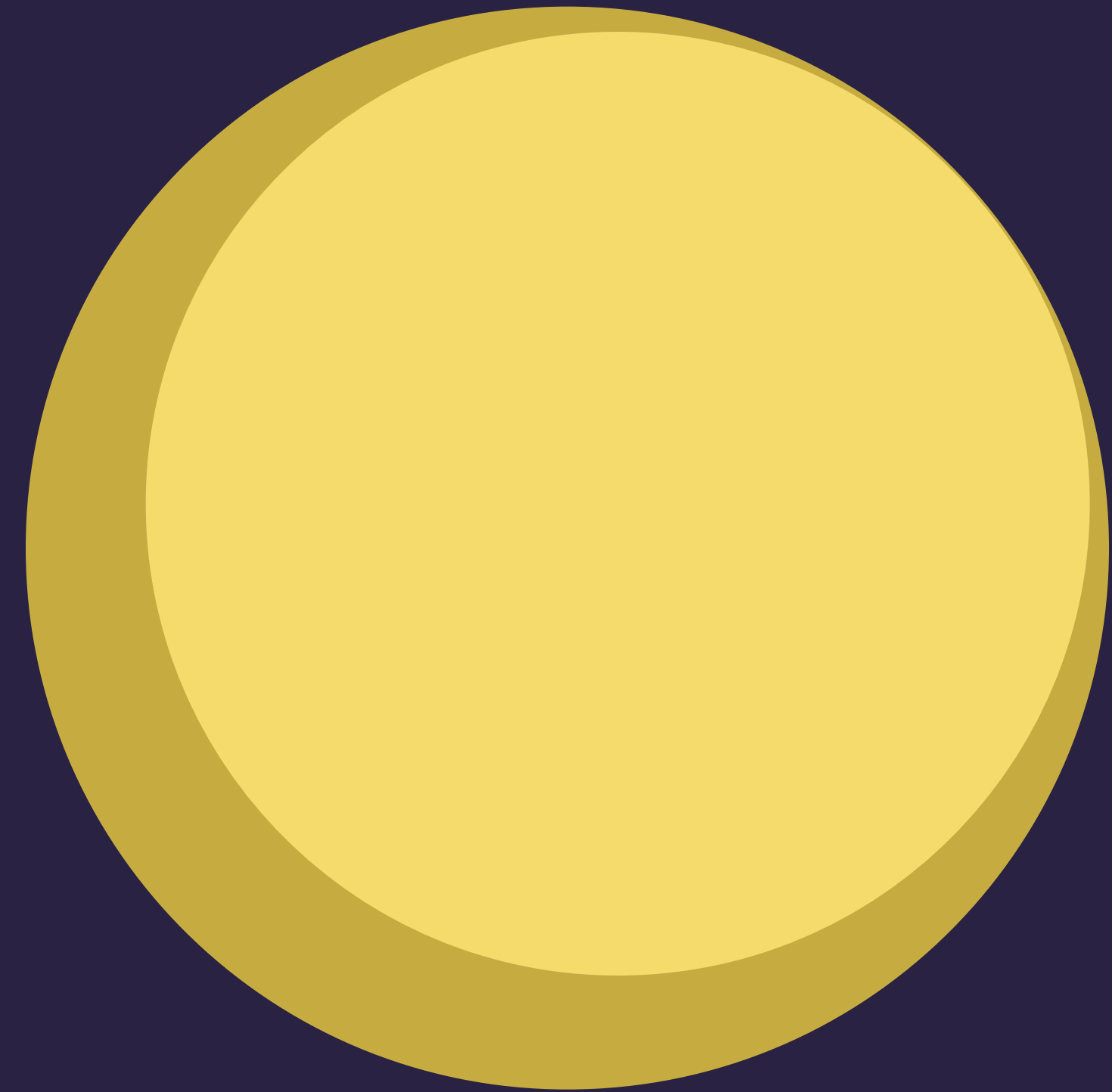
- Google Maps - 80,7%
- Apple Maps - 19,3%
- Waze - 14,8%
- Car / Satnav - 10,2%
- Tom Tom - 6,2%
- Garmin - 4,3%



# 63.1% of consumers have made suggestions to change business information on listings

Compared to 59,3% in 2022

- Consumers who do make suggestions - 63,1%
- Consumers who don't make suggestions - 36,7%



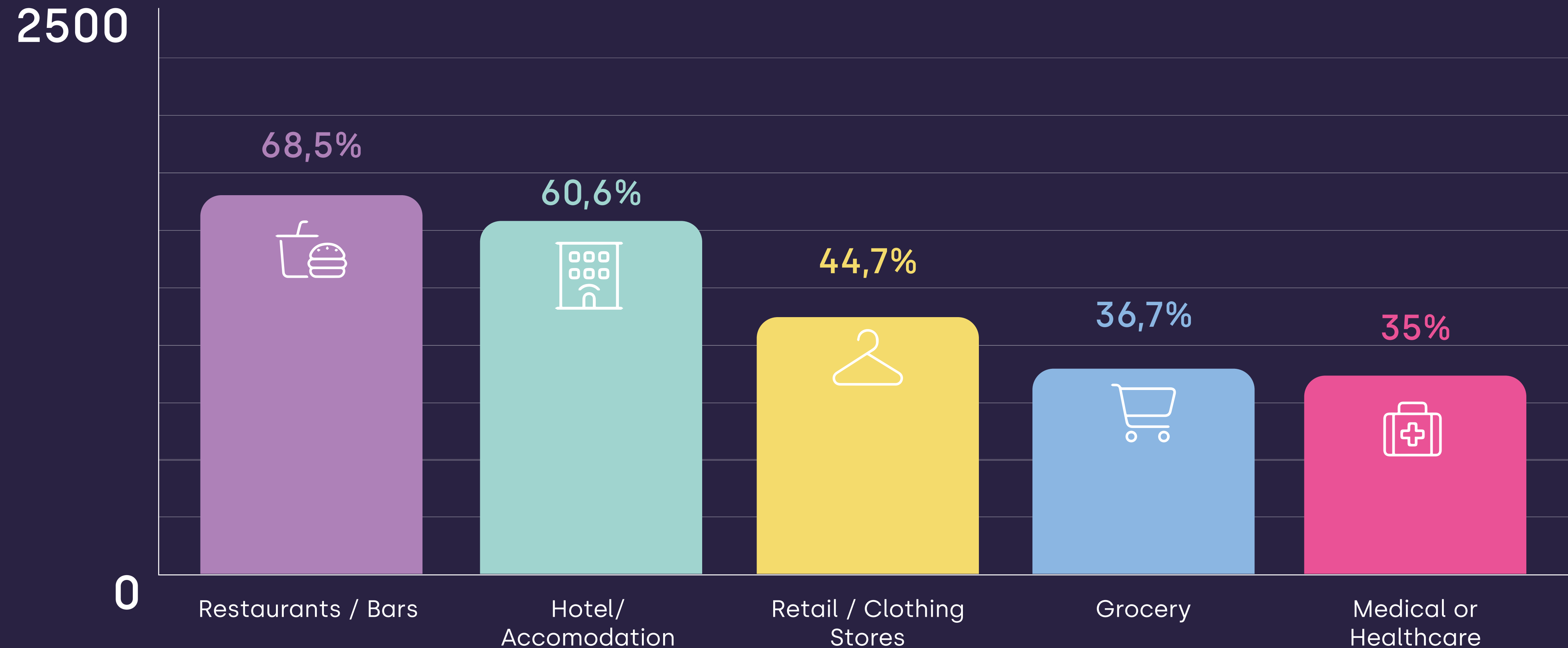
# 81,59% of consumers often find incorrect information on business listings

- Sometimes - 72,2%
- Frequently - 9,39%
- Never - 16,9%
- Other - 1,30%



# 68.5% of consumers are more likely to read reviews for Restaurants and Bars

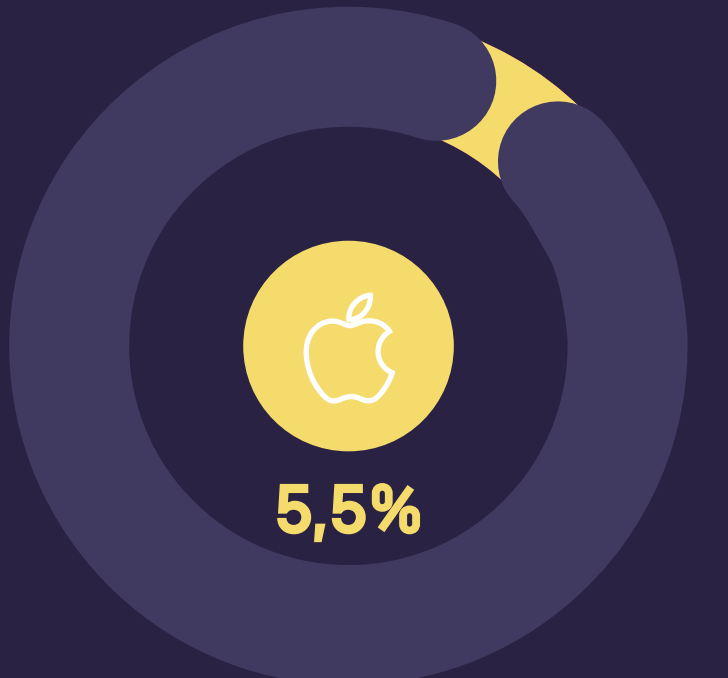
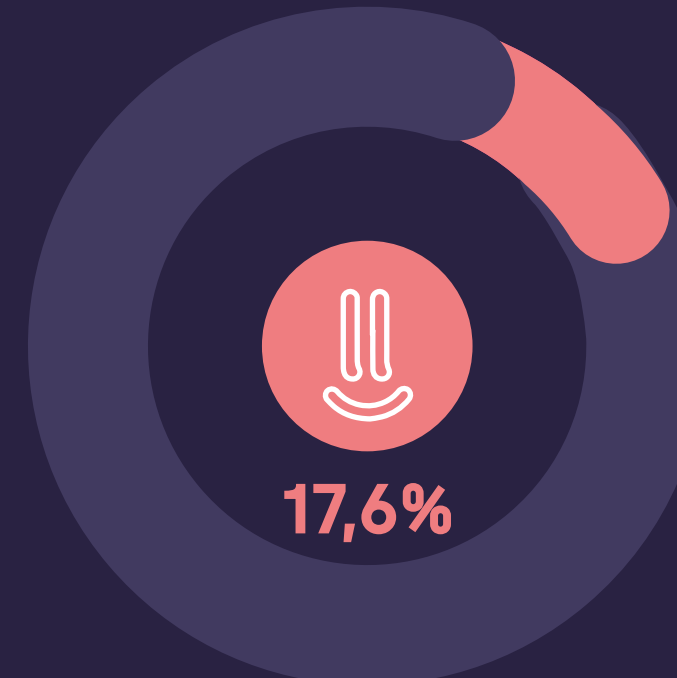
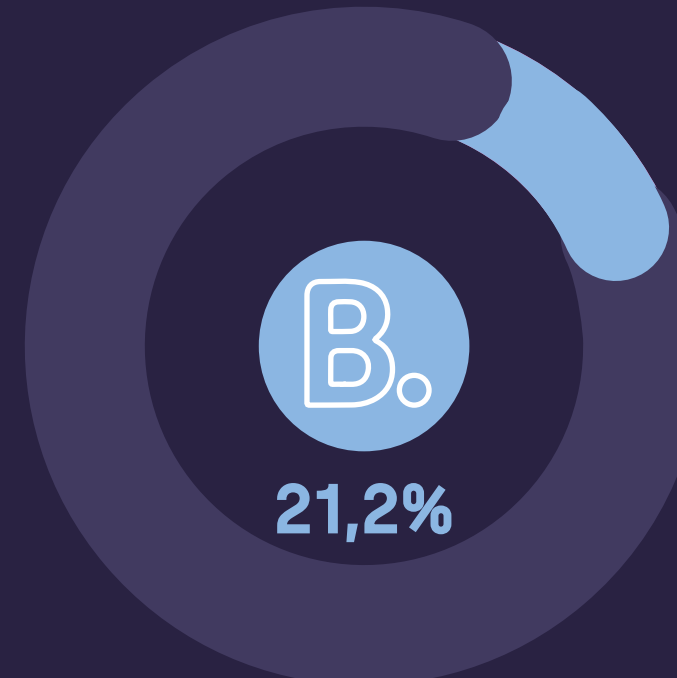
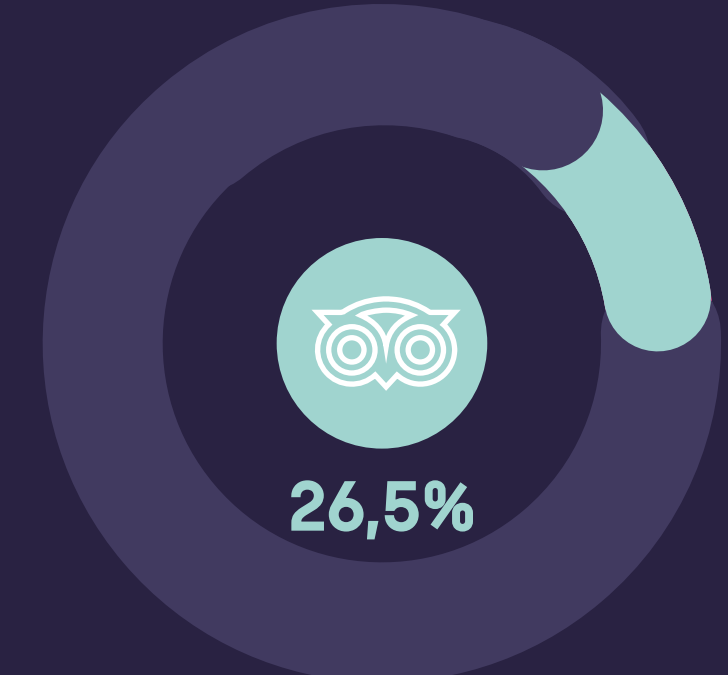
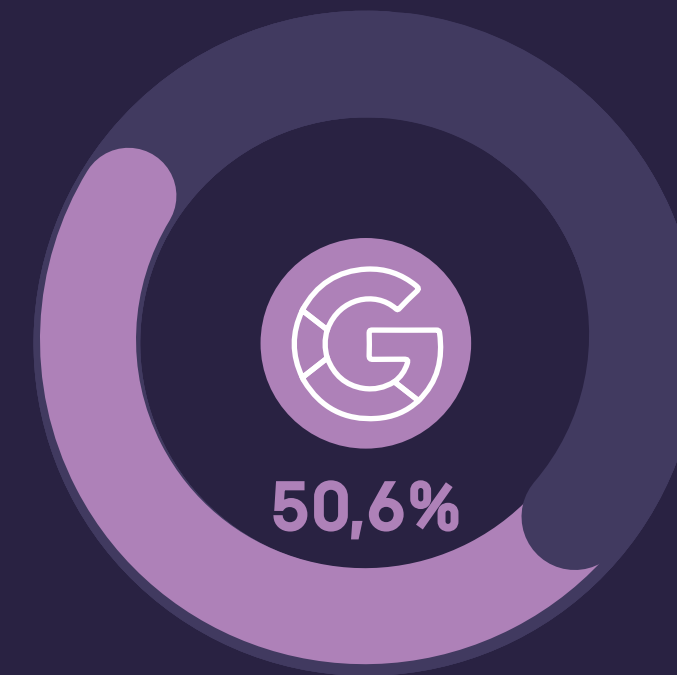
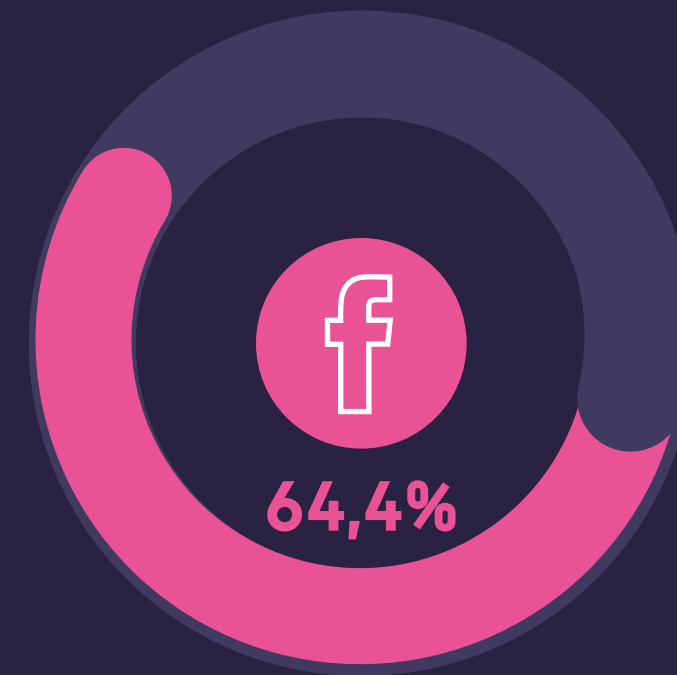
followed second by Hotels and Accommodation at 60.6%



# 64,4% of consumers prefer to read reviews on Facebook.

Followed closely by Google Business at 50,6%

- Facebook - 64,4%
- Google Business- 50,6%
- TripAdvisor - 26,5%
- Bookings.com - 21,2%
- Hellopeter - 17,6%
- Apple Maps - 5,5%



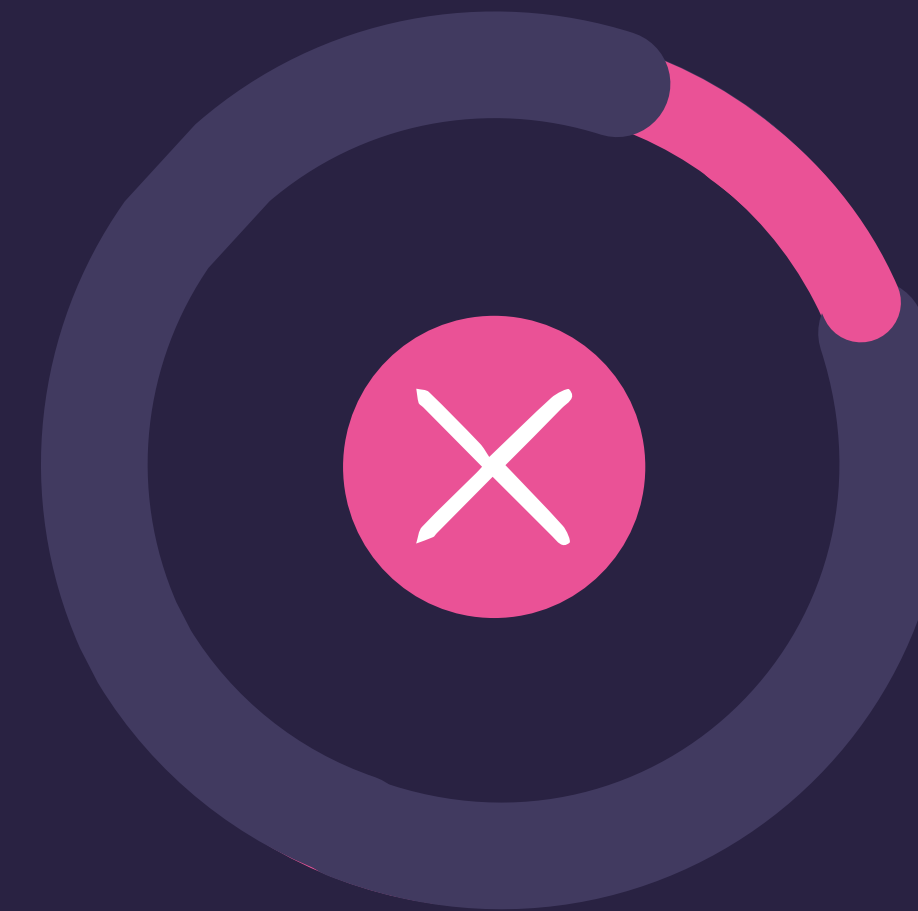
**62%** of consumers have indicated that they prefer making booking online as opposed to telephone or email



Online - 62,9%



Telephone - 30,9%



Not applicable -  
5,3%

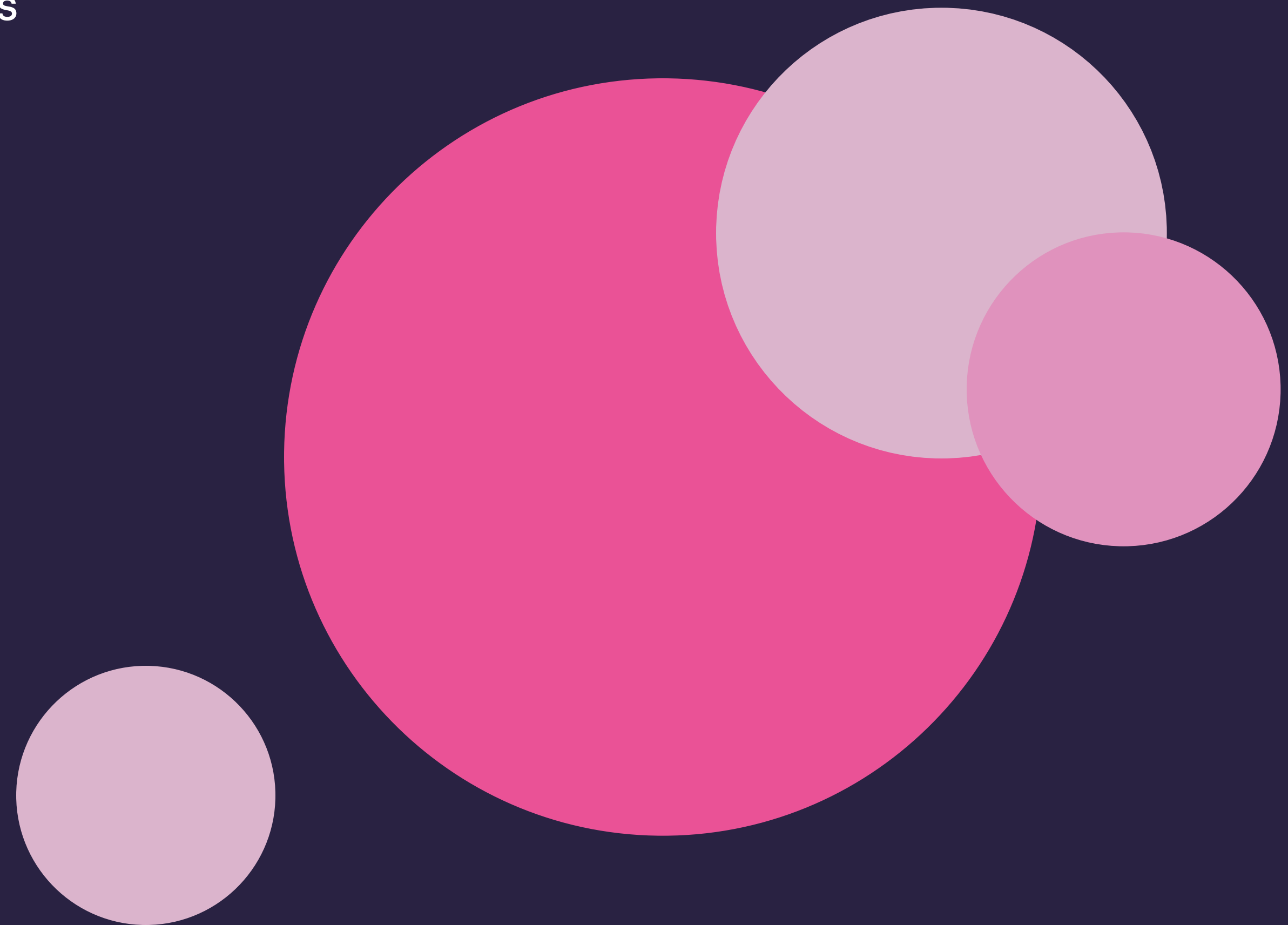


Email - 0,11%

# 78.7% of consumers suggested that positive reviews are more likely to influence their decision when selecting a business

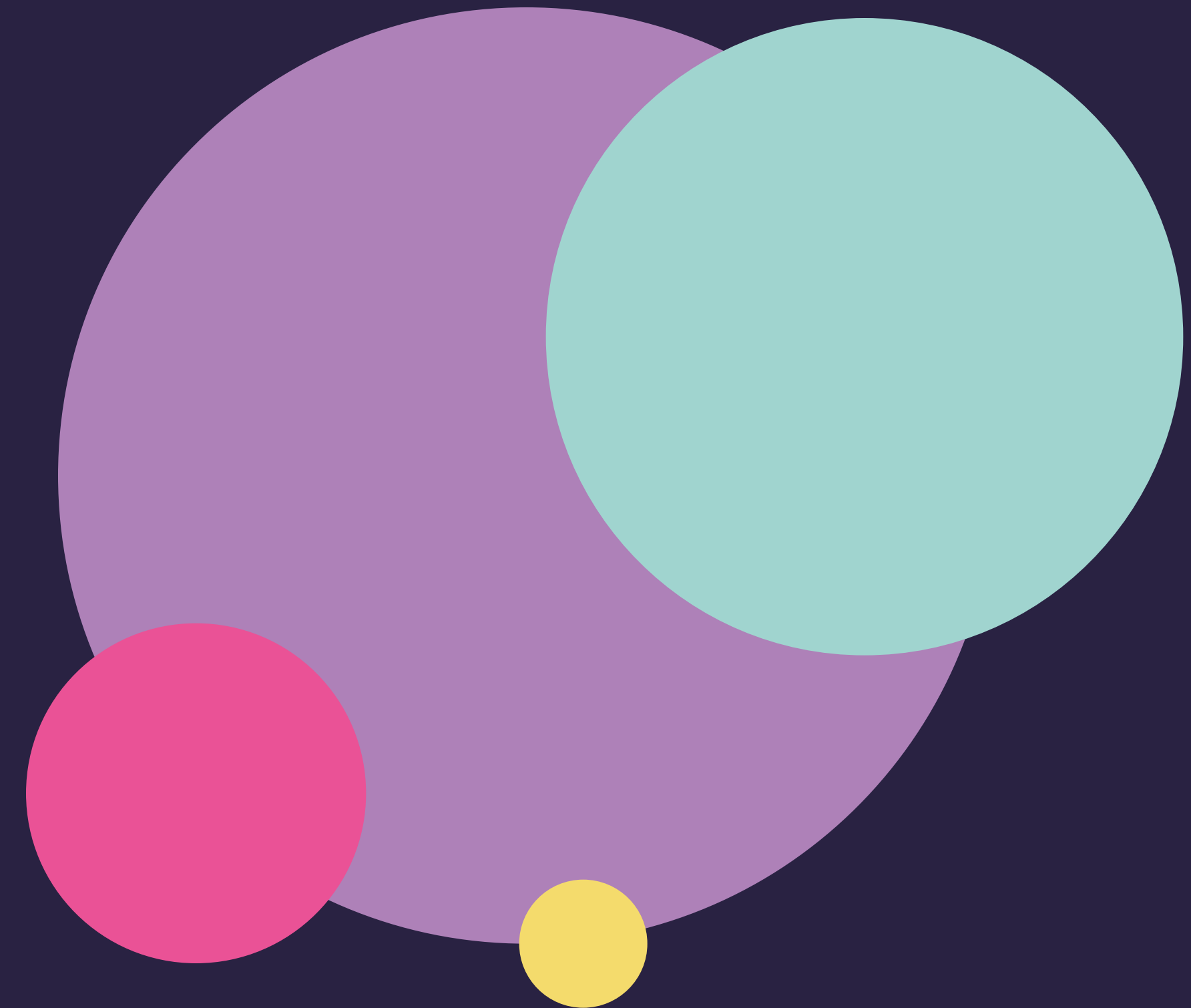
While only 11.8% said they aren't influenced by reviews

- Positive reviews - 78,7%
- Negative reviews - 31,8%
- Other factors - 18,7%
- Uninfluenced - 11,8%

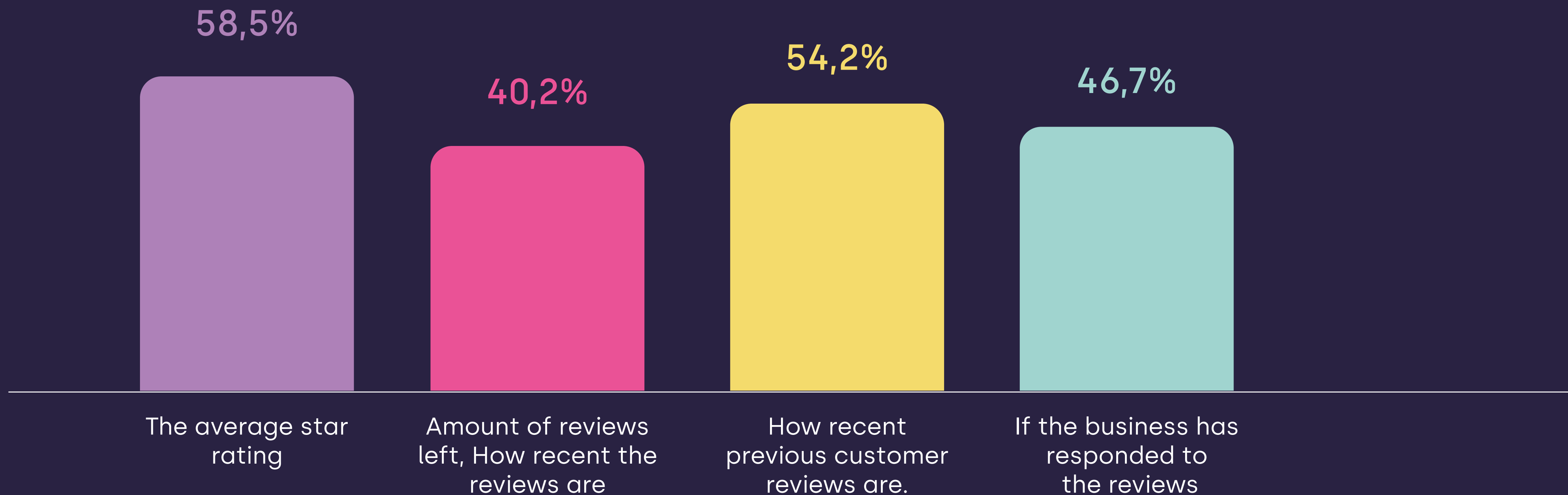


**88,5%** of consumers trust reviews as much as a personal recommendation.

- Yes, but only if there are multiple reviews - 50,3%
- Yes, online reviews have a strong influence on my buying decisions - 38,2%
- No, I am skeptical about online reviews - 10,1%
- I don't read online reviews - 1,2%



When judging a local business based on their reviews, **58,5%** of consumers primarily pay attention to the business' average star rating.



# 55.4% of consumers are more likely to choose a business with a 4 star rating or higher

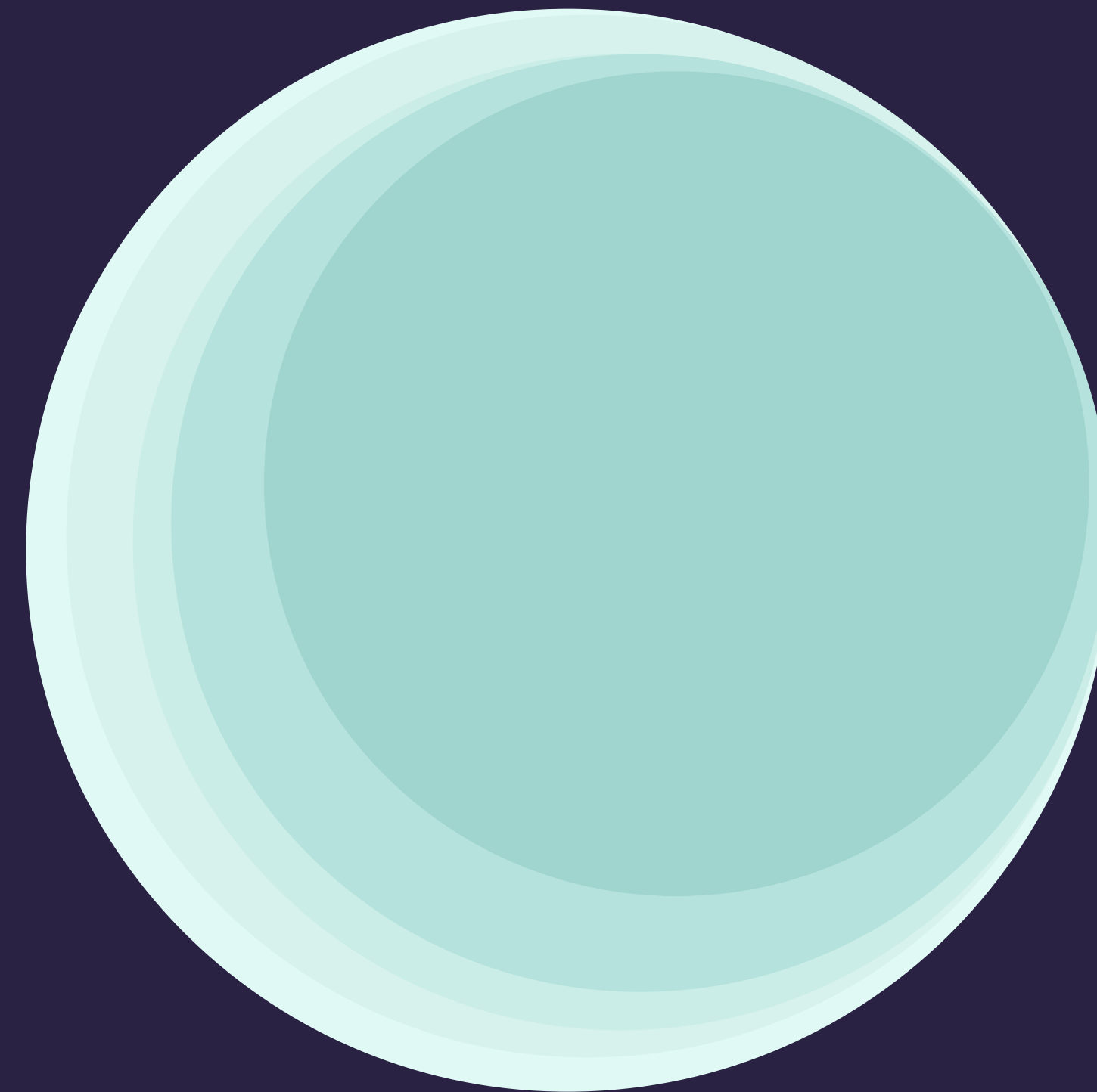
Compared to 46,7% in 2022

- 4/5 Stars - 44,2%
- 3/5 Stars - 36,5%
- 5/5 Stars - 11,2%
- 2/5 Stars - 4,4%
- 1/5 Stars - 3,5%



**74,5%** of consumers are more likely to trust a business's review score if they have 10 or more reviews.

- 10 Reviews - 23,3%
- 20 Reviews - 19,9%
- 50 Reviews - 18,7%
- 5 Reviews - 14,3%
- 100 Reviews - 12,6%



**46,6%** of consumers are more likely to trust a business's review score if they have 10 or more reviews.

- 10 + - 46,6%
- 5 - 40,9%
- 2 - 9,3%
- 1 - 3,04%



# 56,3% of consumers prefer reading reviews no older than 1 month

- Within 1 month - 28,5%
- Within 2 weeks - 27,8%
- Within 2-3 months - 25,2%
- Within 4-6 Months - 10,9%
- Within 7-12 Months - 5,09%
- Over 1 Year old - 2,3%



**55,11%** of consumers prefer to get feedback on their complaint via email.



**Email**  
**55.11%**



**Telephone**  
**32,87%**



**SMS**  
**28%**



**WhatsApp**  
**16,3%**



**I don't expect  
feedback**  
**7,6%**

**54,2%** of consumers would prefer to interact with a chatbot if it gave immediate helpful feedback.

● Yes - 54,2%

● No - 45,7%



# Where do consumers go to find the latest content or promotions for a business?



**Facebook**  
37%



**Google**  
30,8%



**Instagram**  
15,5%



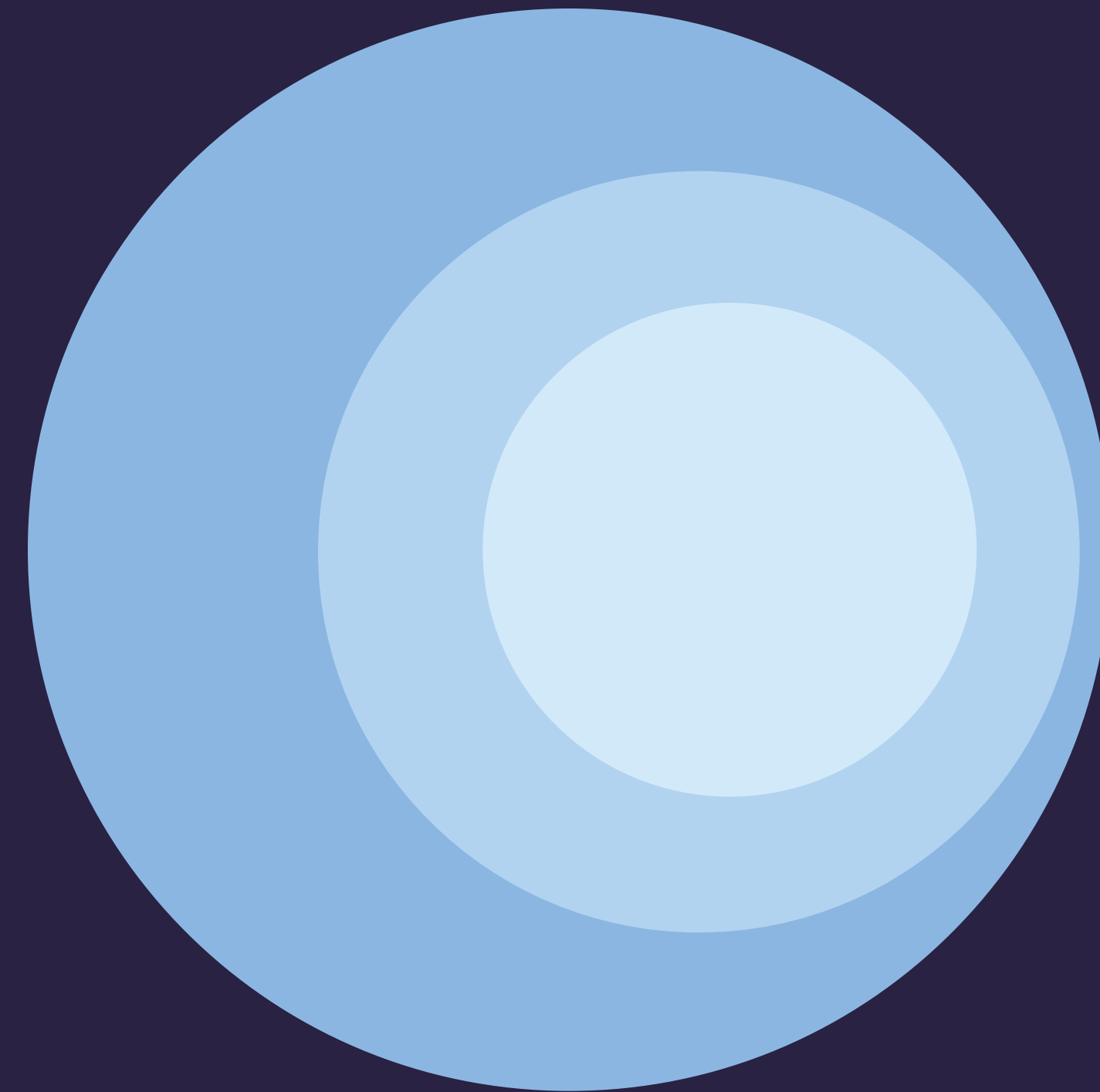
**Business Website**  
14,3%



**Twitter**  
2,1%

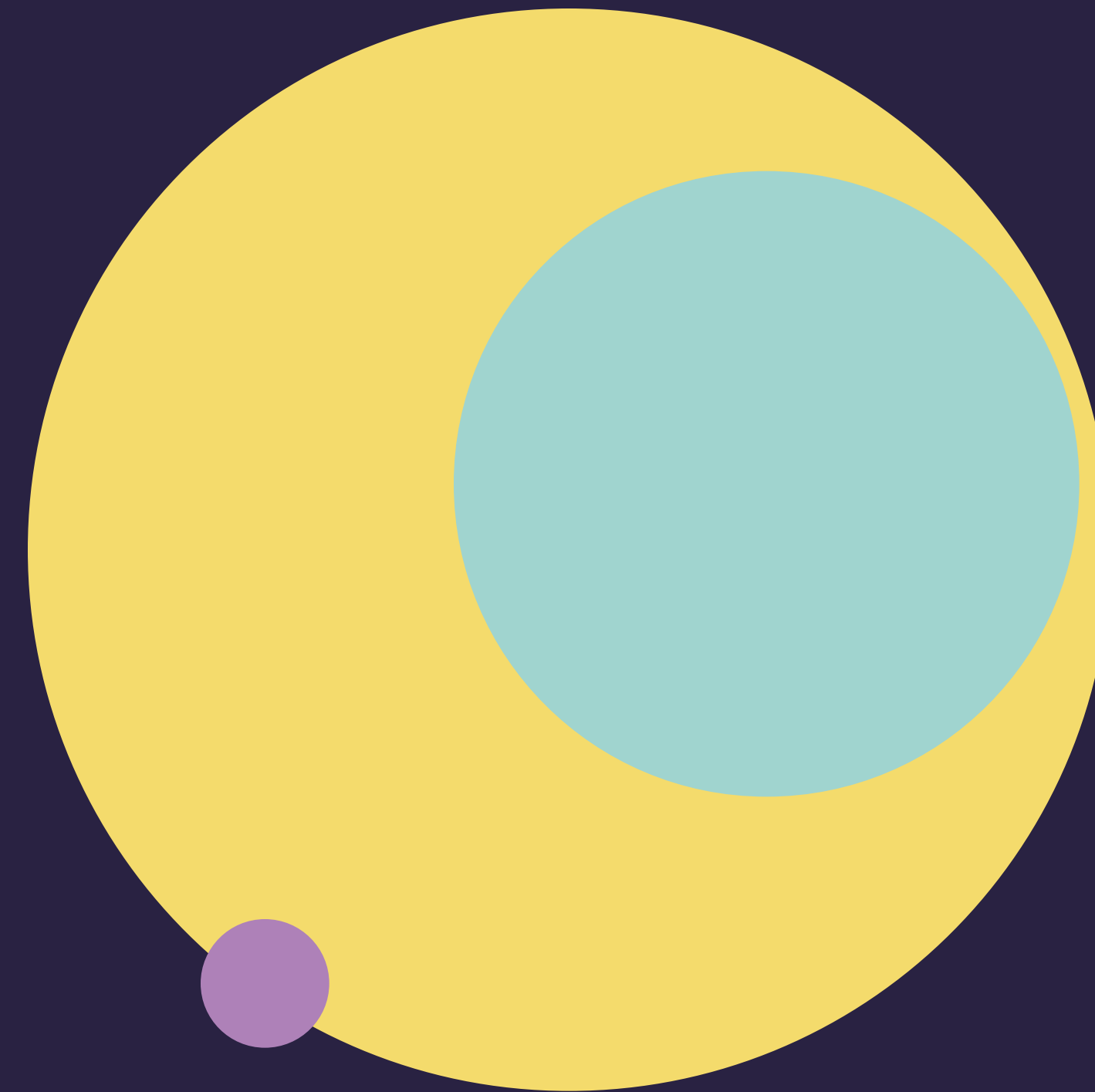
## 74,4% of consumers have been asked to leave a review for a business

- Yes, I have been asked to leave a review and have - 61,1%
- I have never been asked to leave a review - 25,4%
- Yes, but I did not leave a review - 13,3%



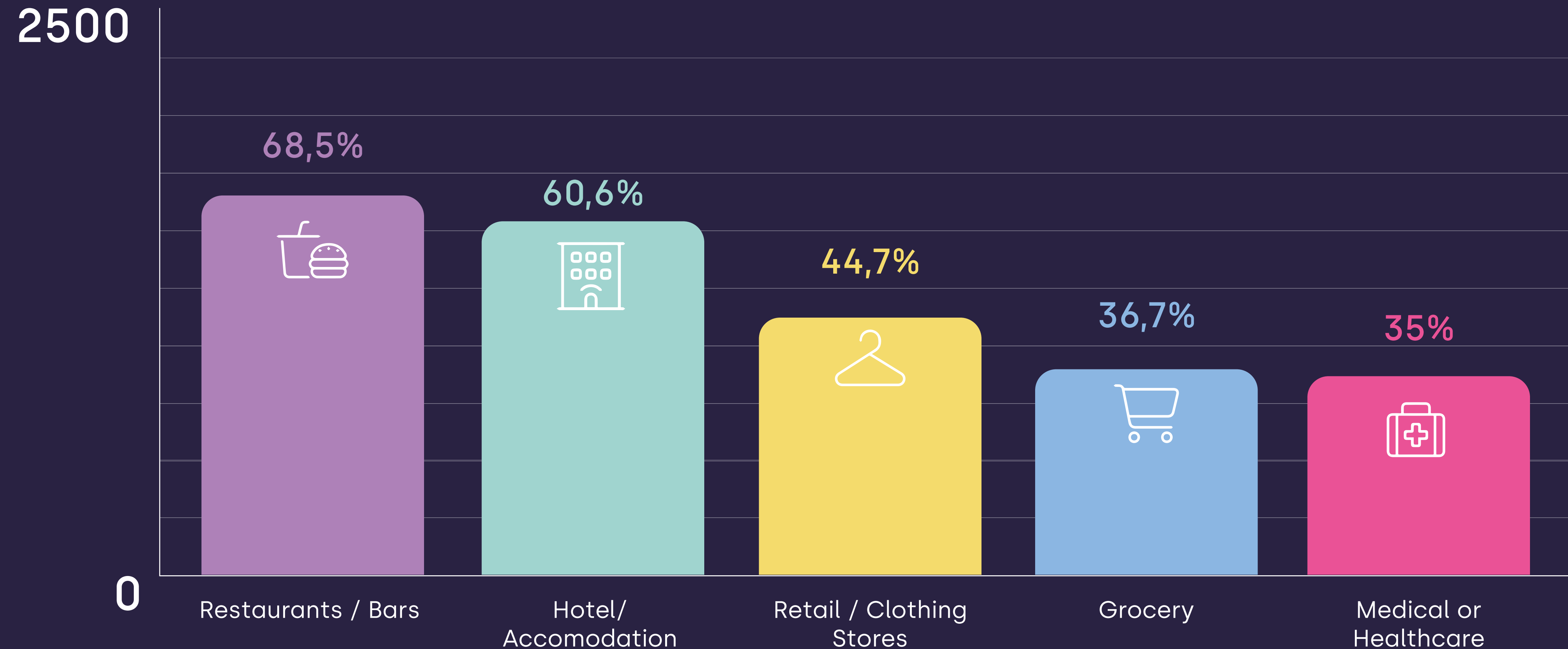
# 71.8% of consumers have left an online review for a local business

- Yes - 71,8%
- No, but I plan to do so in future - 23,1%
- No, and I don't plan to - 4.9%



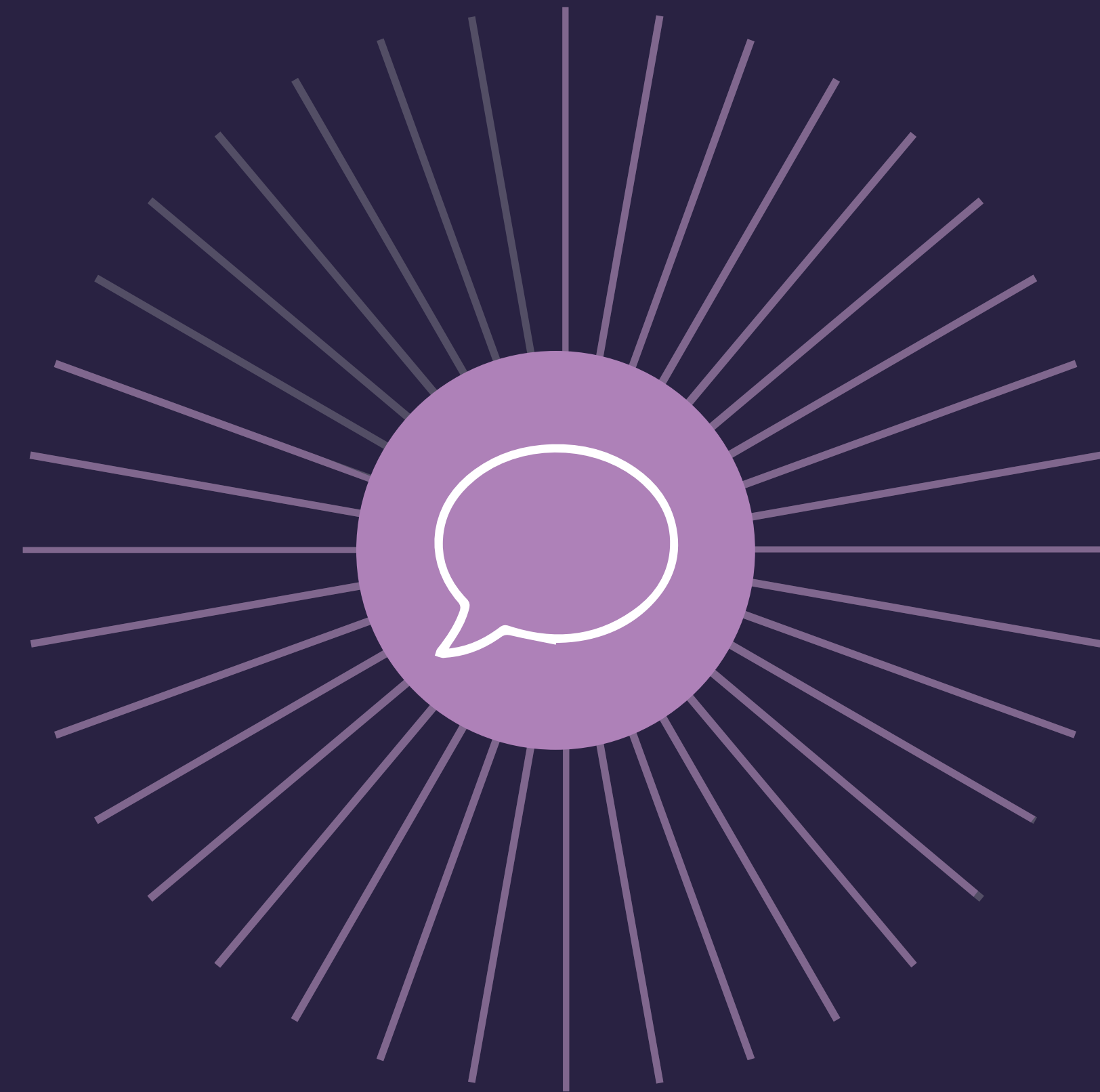
# 68.5% of consumers are more likely to read reviews for Restaurants and Bars

followed second by Hotels and Accommodation at 60.6%



**80,8%** of consumers expect a business to respond to their negative review and **65,2%** expect the response within 24 hours.

- 4 hours - 17,8%
- 12 hours - 16,1%
- 24 hours - 31,3%
- 48 hours - 15,6%
- No response - 15,7%



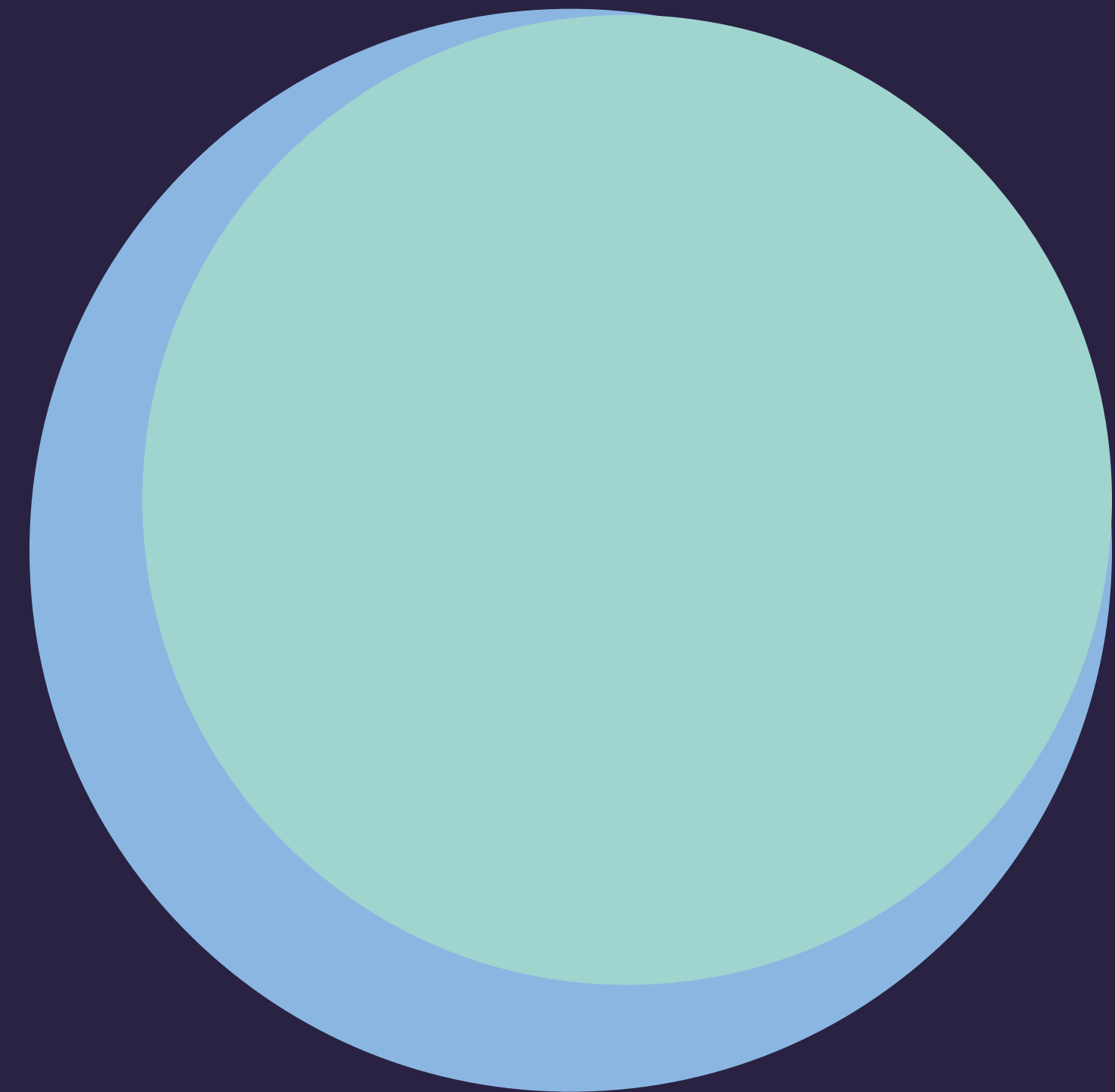
**71,5%** of consumers expect a business to respond to their positive review and **58,9%** expect the response within 24 hours.

- 4 hours - 17%
- 12 hours - 13,7%
- 24 hours - 28,2%
- 48 hours - 12,6%
- No response - 25%



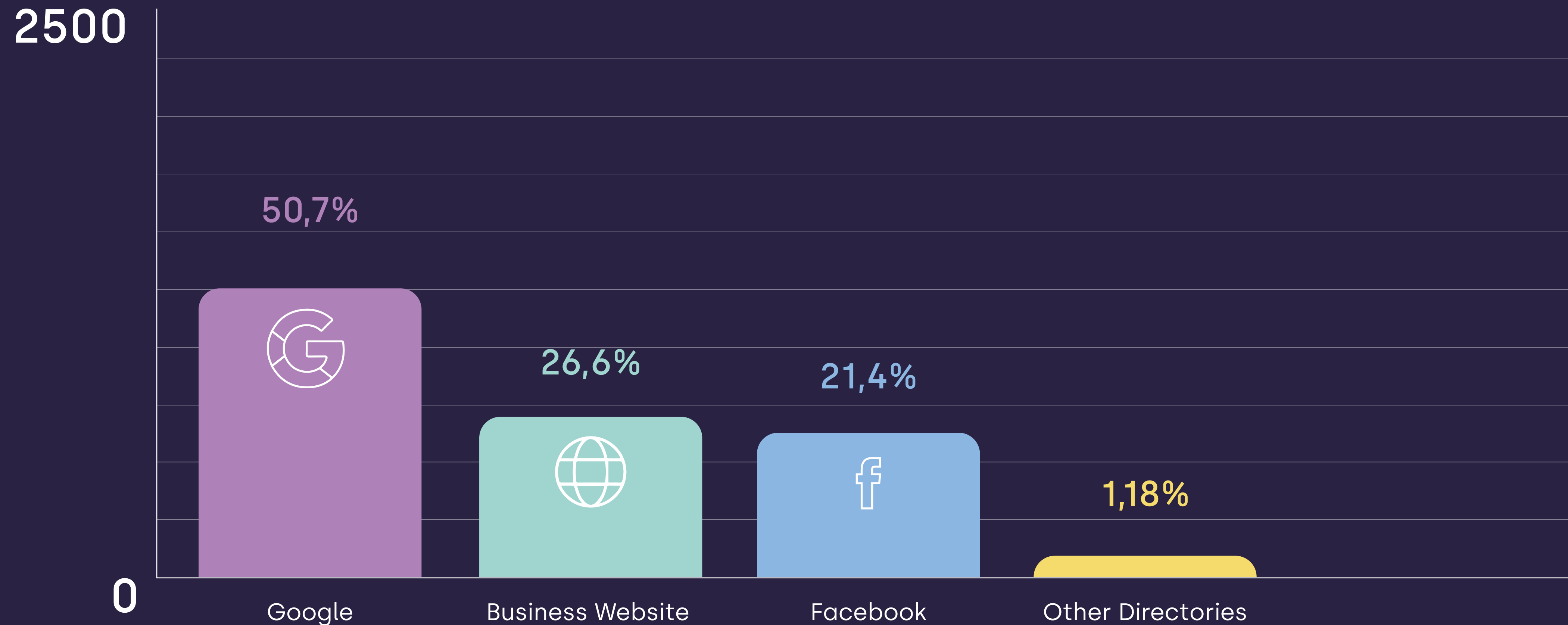
**73.8%** of consumers prefer to interact with a brand on a local level.

- Local Business - 73,8%
- Brand head office - 26,1%



# 50,7% of consumers trust that Google offers the most up to date information on a business.

Consumers turning to business websites for up-to-date information has decreased from 44,2% to 26,6%, while Google has seen an increase from 45,9% to 50,7%



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