



**AGENCY WEBINAR**

# Winning Clients in 2024: Insights Into Changing Demands and Expectations

@GatherUp | GatherUp.com



# Agenda



**1**

SMB Research

**2**

Agency Research

**3**

Opportunities in 2024

**4**

Key Takeaways & Questions

# Mike Blumenthal

- Co-founder of NearMedia
- Co-founder of LocalU
- Co-founder of GatherUp
- Long-time contributor and guest speaking on topics such as local search and its impact on the business community.



# Colan Nielsen

- Vice President of Local Search
- Faculty member and speaker - Local University
- Contributor to Moz's Local Search Ranking Factors survey



STERLINGSKY

# Steve Hartman

- GatherUp team member for over four years
- Host of monthly GatherUp webinars
- Connective tissue between customers and the product, CS, sales and marketing teams





GatherUp is one platform that scales all aspects of your reputation management from **listening** to customers to **understanding** them to **engaging** with them so you can improve the customer experience across multiple businesses.

# SMB Survey Data

114 responses. Survey conducted in June 2023.





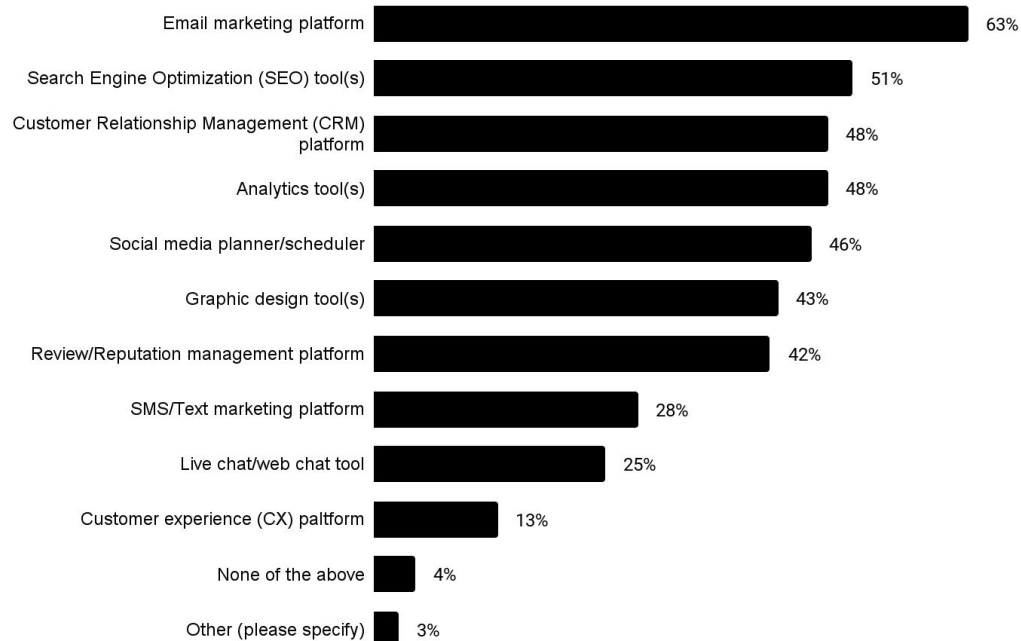
# Top Marketing Challenges for SMBs

Which of the following, if any, are challenges your business faces



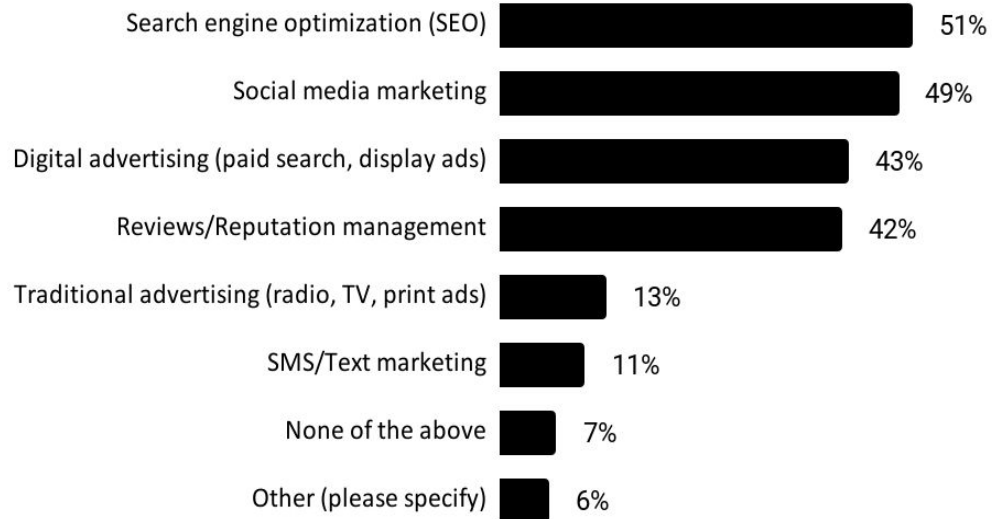
# SMB Marketing Tools

Which of the following tools do you use to manage your marketing activities? Select all that apply.



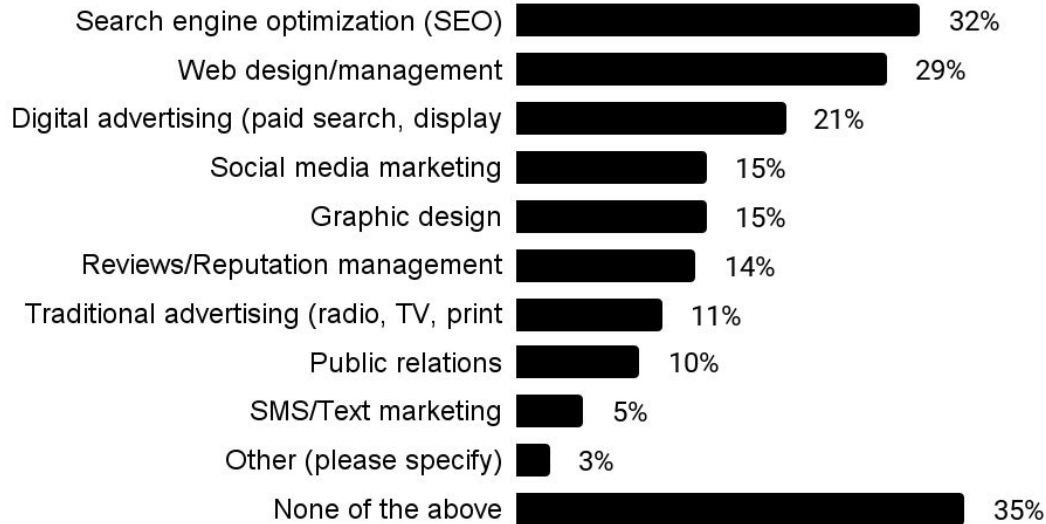
# Achieving Goals

Which of the following marketing activities do you find are most helpful to achieving your revenue goals?



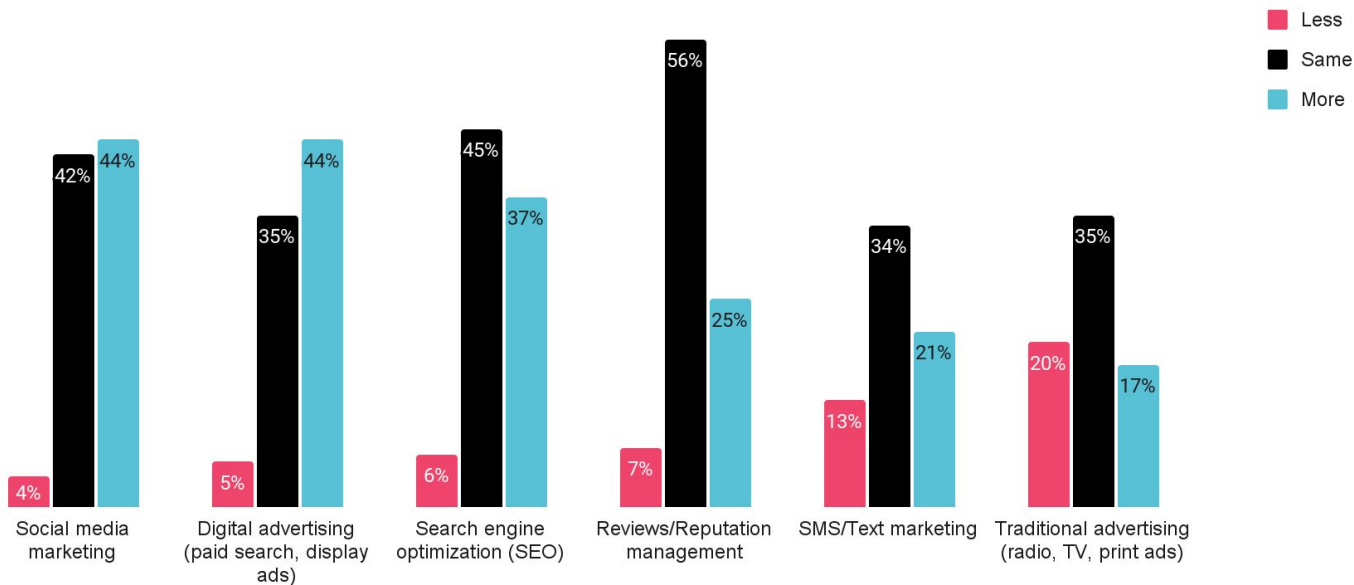
# Agency Management

Which of the following marketing activities, if any, do you have an agency manage?



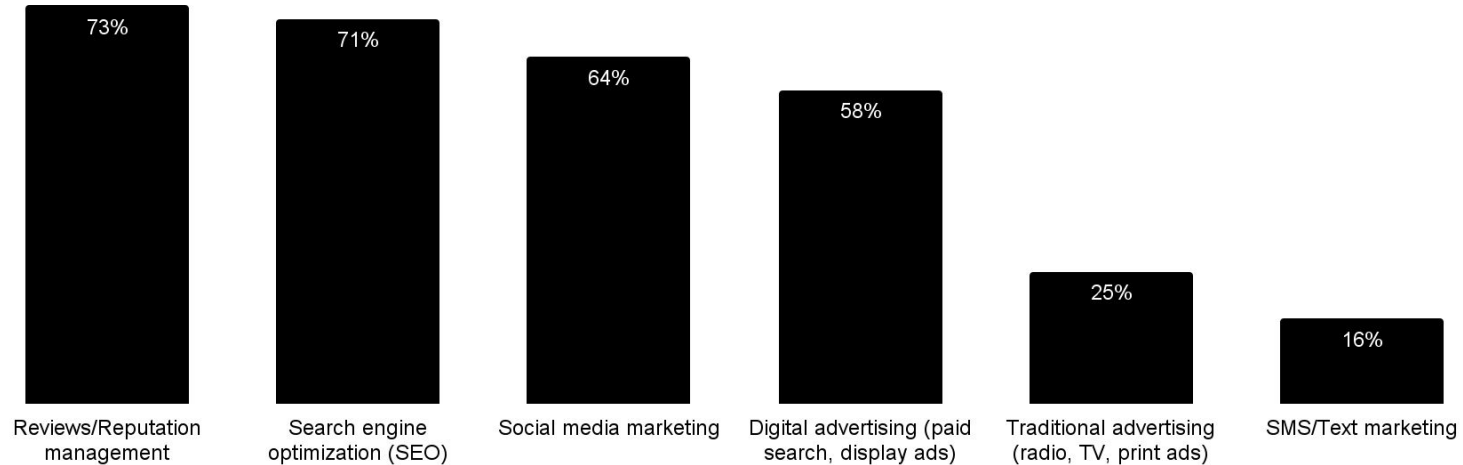
# Changes In Budget for Next Year

For each of the following activities, please indicate whether you plan to invest more, less, or the same amount of budget in them next year:



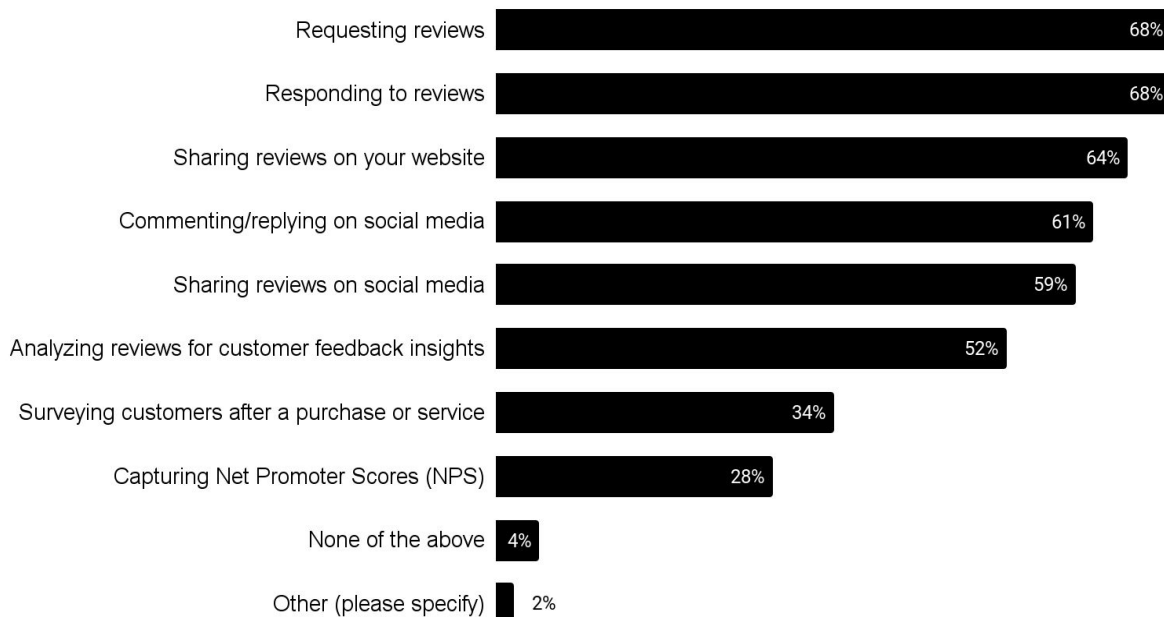
# Most Important to Success

Please rank the following marketing activities based on their importance to your business success wh 1 is not at all important and 5 is extremely important (Top2Box)

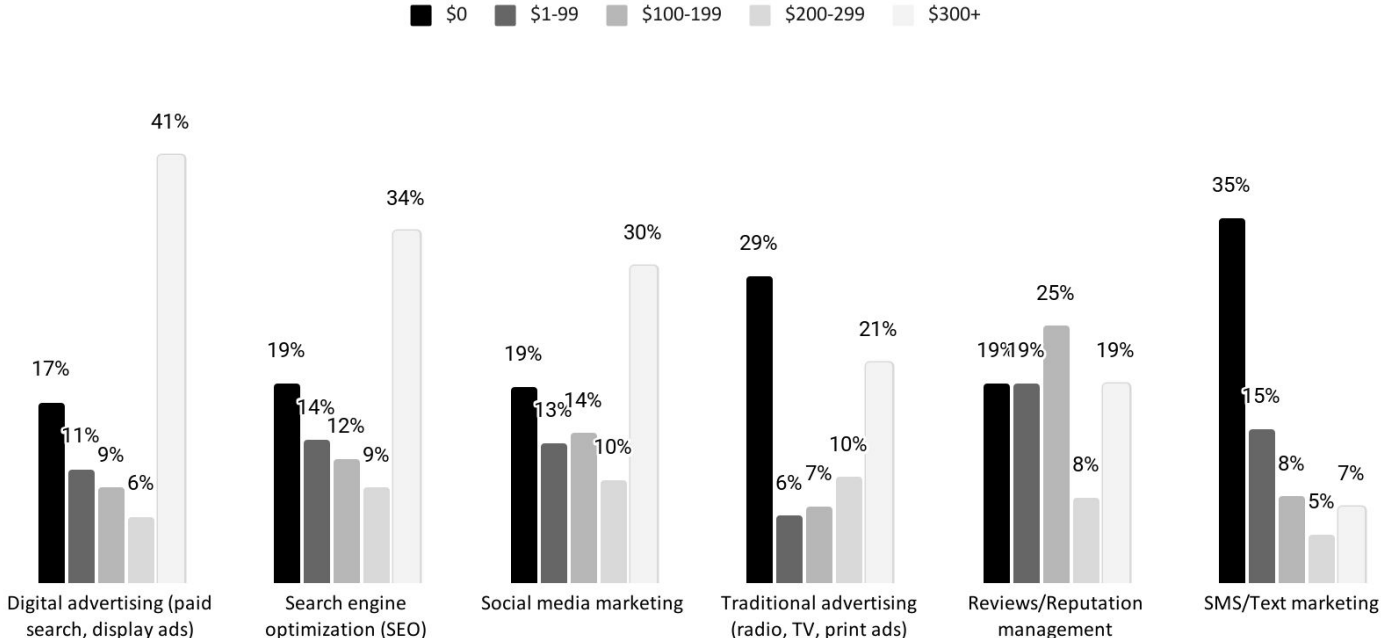


# Over 60% Request & Market Reviews

Which of the following activities specific to reviews and reputation management are you currently doing?



# Monthly Investment In Marketing Activities by SMBs





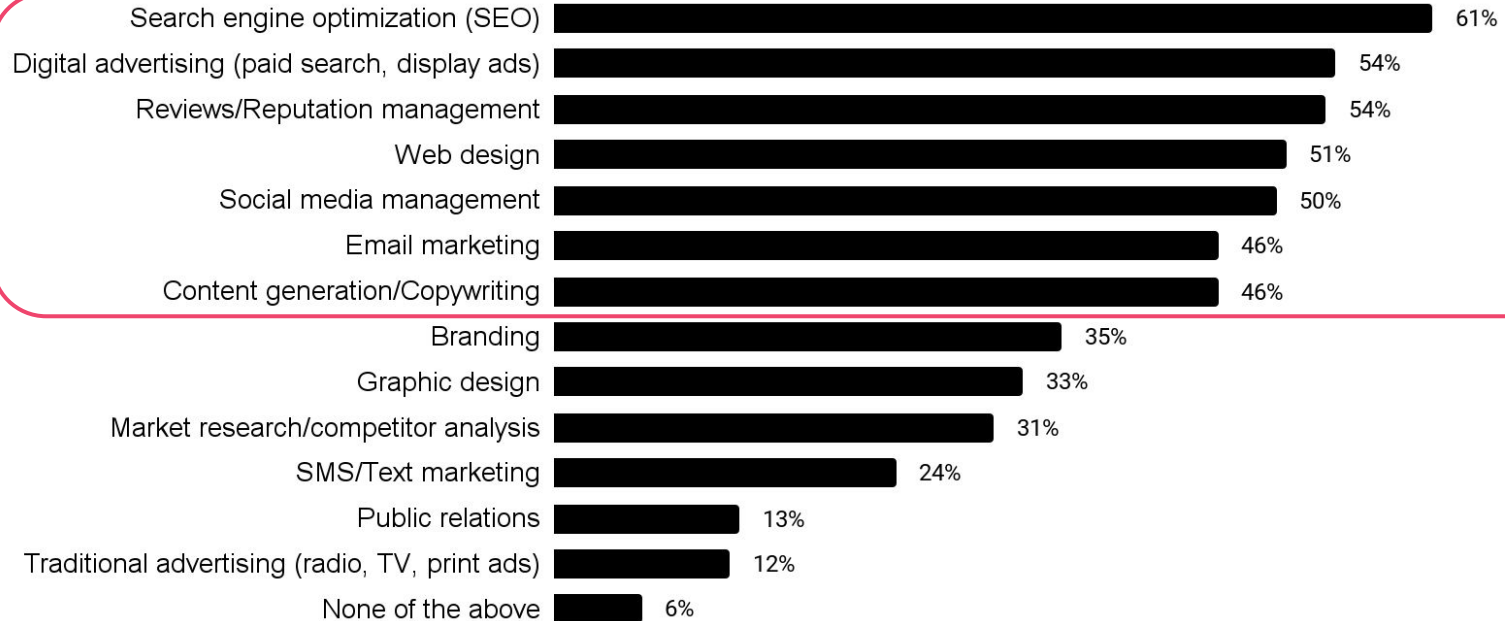
# Agency Survey Data

- 140 responses
- Survey conducted in August



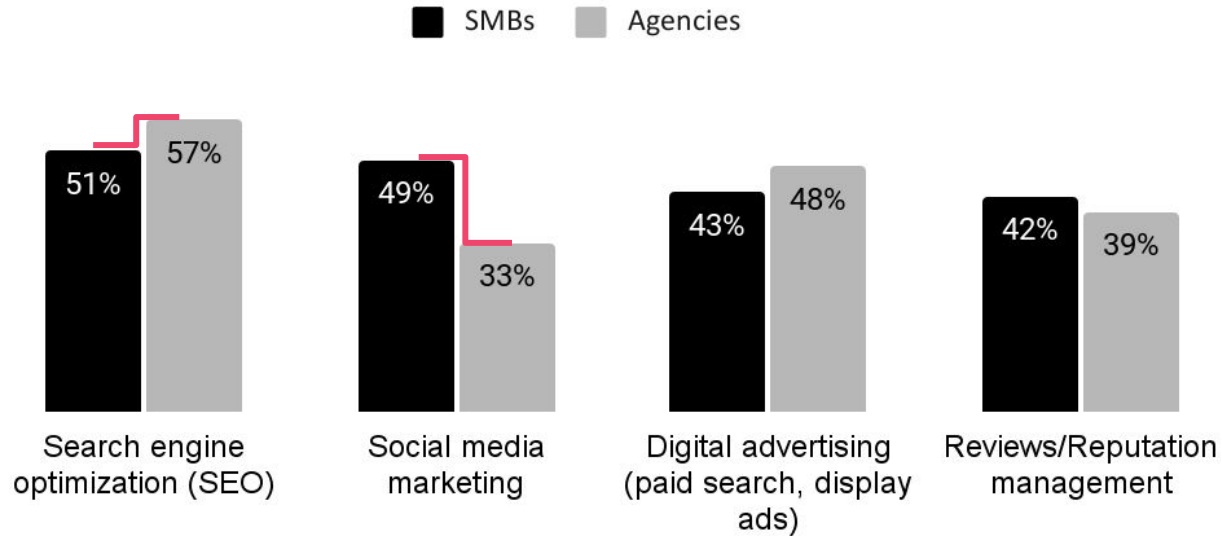
# Services Offered

Which of the following marketing services do you offer your clients?



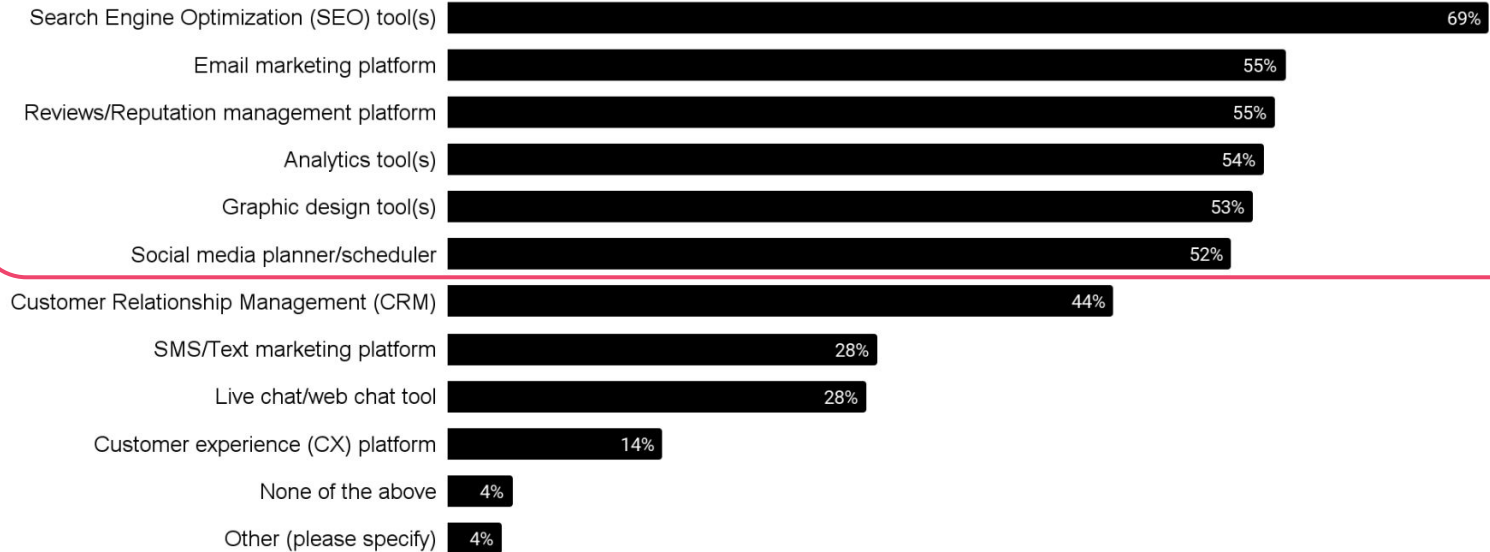
# The Disconnect

## Most Helpful to Achieving Revenue for You/Your Clients



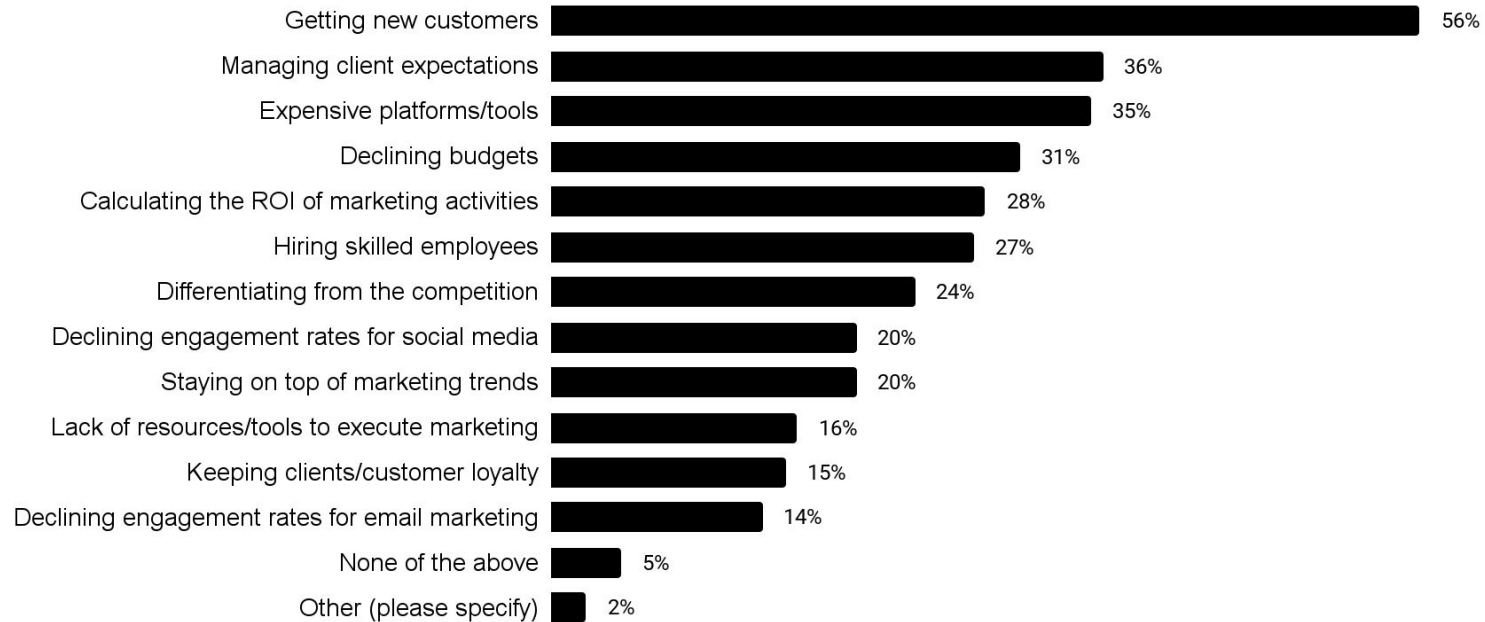
# Agency Tools

Which of the following tools do you use to support your clients? Select all that apply.



# Agency Challenges

Which of the following, if any, are challenges your agency faces? Select all that apply.

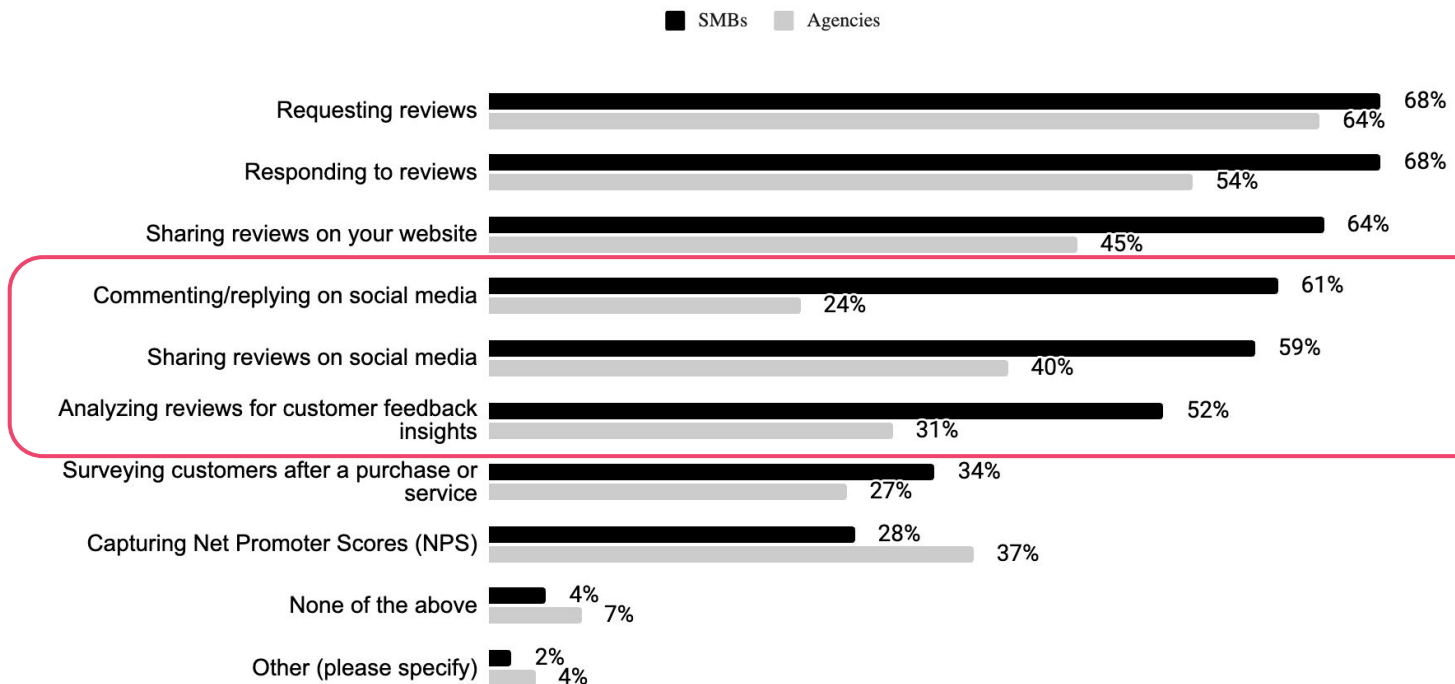


**WHEN THE CLIENT  
IS WAITING FOR RESULTS**



# Bring More Reputation Value

Currently Doing for their Business/Clients



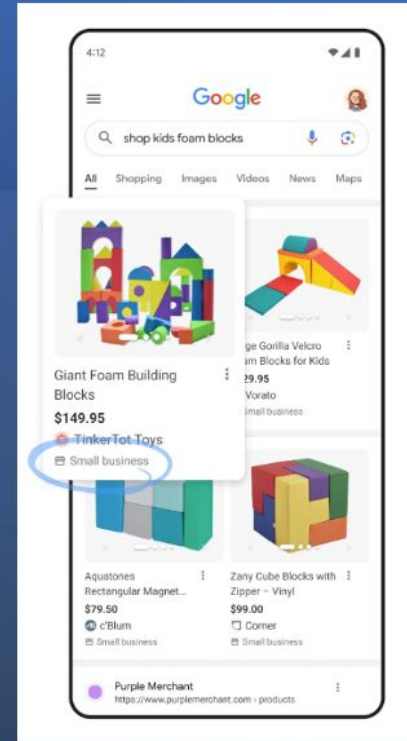
# OTHER THINGS WE'RE MONITORING

Considerations for 2024 planning

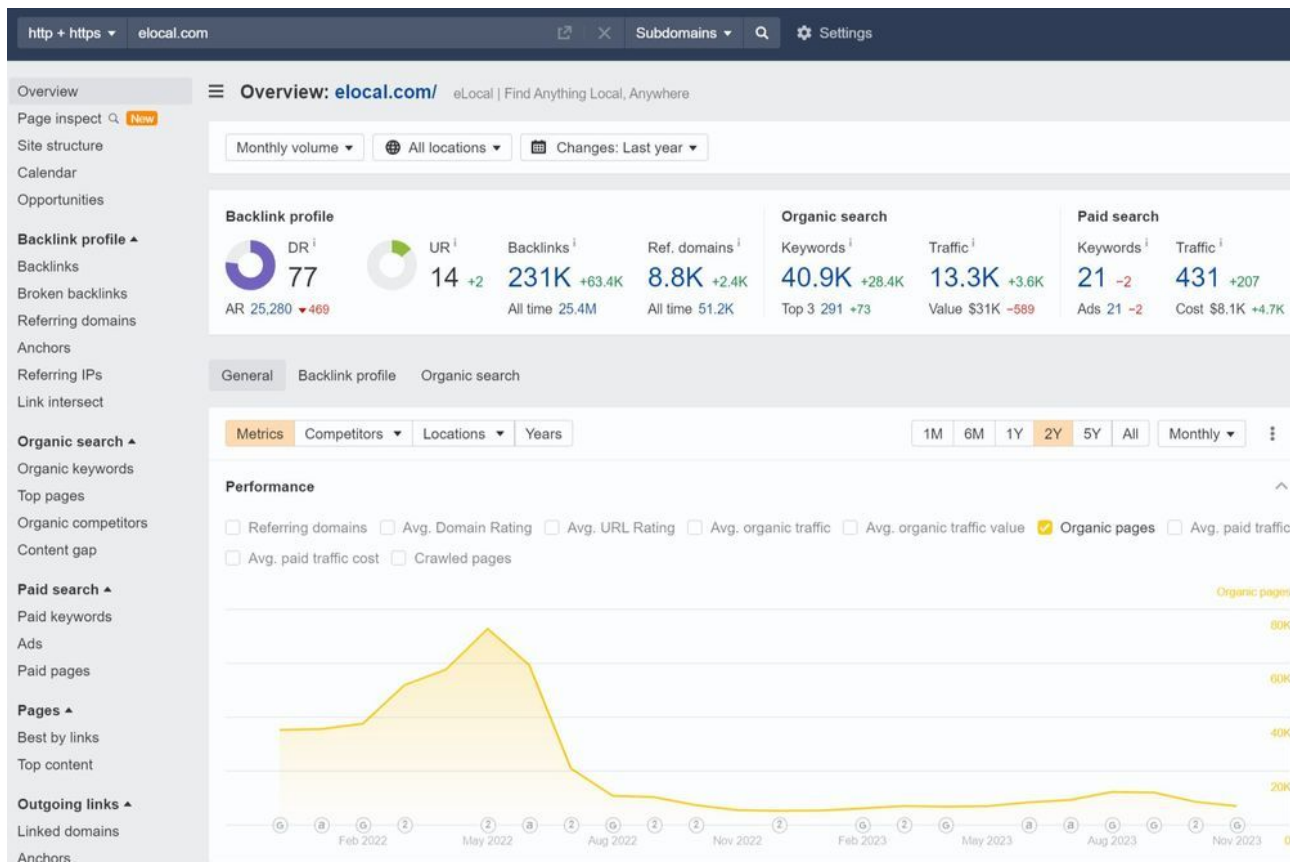


# Google's SMB attribute

- Google presents itself as a champion of small business when it's being threatened or attacked
- To really make this attribute work, it should be a prominent filter in Google Shopping and in the newly appearing local shopping filter. Small business should also be a badge in Shopping Ads.
- Google needs to go all-in on helping SMBs increase visibility in Search, Maps, Shopping. The badge is a start.



# Citations Ain't What They Used to Be



# Ultimate Guide on How to Find and Reply to Google Reviews



# HOW DO YOU WIN IN 2024?



# Takeaways to help you win in 2024

- Double-down on fundamental practices
- Be open to the future
- Focus
- Prioritize good communication
- Educate clients to the WHY



# Thank You



**Mike Blumenthal**

mblumenthal@nearmedia.co

Newsletter: [www.nearmedia.co/subscribe/](http://www.nearmedia.co/subscribe/)

Podcast/vlog: [www.nearmedia.co/memo/](http://www.nearmedia.co/memo/)

**Colan Nielsen**

Sterling Sky's YouTube and newsletter:

[www.youtube.com/c/SterlingSkyInc](https://www.youtube.com/c/SterlingSkyInc)

[www.sterlingsky.ca/newsletter/](http://www.sterlingsky.ca/newsletter/)

