



Moz Local Closes the Marketing Loop for Wpromote

When Wpromote boosted rankings 229% for PAPYRUS via local SEO, their exceptional campaign was celebrated by the 2017 US Search Awards shortlist. Moz Local played a vital role in this success, delivering notable increases in location data accuracy and core Key Performance Indicator metrics in just six short months.

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 209 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.

"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



PAPYRUS

Agency: Wpromote

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, United Bank, Bayer, and Verizon

Key Results

- 82% increase in listing views
- 42% increase in directions requested
- 8% growth in listing accuracy

Business Situation

A leading stationer with 209 locations, lacking a solution for location data management



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

Moz Local

Moz Local is a location data management software that:

- Scales to the needs of multi-location, enterprise-level clients
- Maximizes location data distribution with minimum manual inputs
- Wisely allocates budget to local marketing strategies that grow core KPIs

"Recognizing that it's equally important to be findable online and locally, we were faced with a monumentally manual task to wrangle, clean up and optimize our local store info across multiple sites. 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 eCommerce, Schurman Retail Group

Requirements

- Increase data accuracy for local business listing
- Detect and close duplicate listings
- Improve key consumer interactions with local business listings for 209 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.

Key Benefits

- Establishment of a professionally-managed digital local footprint to better serve consumers
- Significant growth of data accuracy and listing views
- Scalable, automated solution designed for enterprise brands

Moz Local Can Help

Want to learn more? Visit moz.com/products/local