

Think with Google

Local is digital: Connecting holiday shoppers to your stores



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Now, more than ever, consumers rely on digital to make their purchasing decisions. But, it is important to note that shoppers don't just turn to Google for things they want to buy online, they also use Google to find what they need nearby in real life.

We see this across industries. Searches for "takeout restaurants" have grown globally by more than 20,000% year over year. Searches for "in stock" have grown globally by more than 800% year over year.

All of this goes to show that local is now digital. To capture sales, businesses with physical locations need to provide customers with a more personal and seamless locally-optimized experience -- and that experience, starts online.

In this guide, you'll find the most useful tools, product recommendations and consumer insights to help you achieve your omnichannel and in-store business goals.

This holiday season will again be unlike any other. Whether you're looking to optimize your existing marketing mix or try something new this holiday season, this guide has you covered.

Wherever the journey takes your customer, be ready this holiday season with Google.



**Reena
Nadkarni**
Product Manager,
Local Ads

Build your **digital storefront**

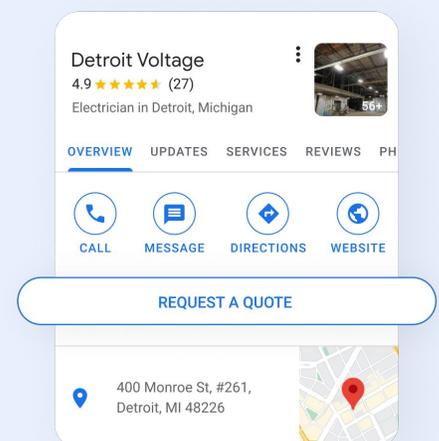
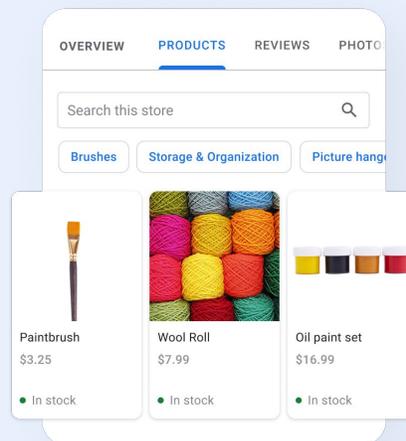
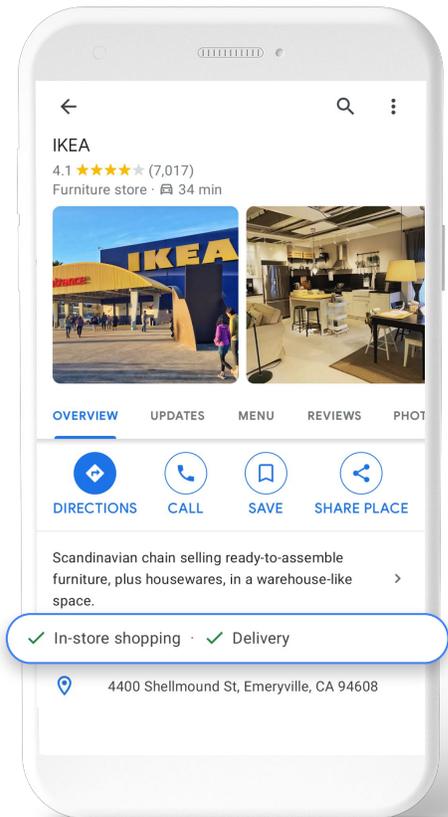
Create and maintain your **Business Profile**

Every day, hundreds of millions of people come to Google to shop and find what they need nearby.

Your Business Profile lets you manage how your local business appears on Google Search and Google Maps.

You can edit your store hours, respond to customer reviews, add photos and much more.

Every month in 2020, Google helped drive over **2 billion customer connections**, including phone calls, requests for directions, messages, bookings, and reviews for U.S. businesses.



Accept online food orders

Take orders for pickup and delivery and let customers make reservations. Even add your menu, so people can discover your best dishes.

Add your products

Show what's in your store so people searching for what you sell can find your business.

Offer your services

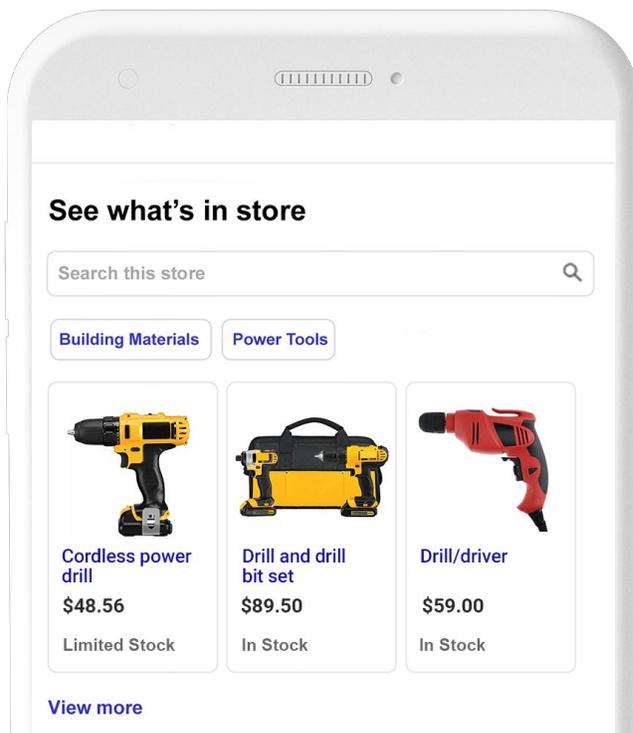
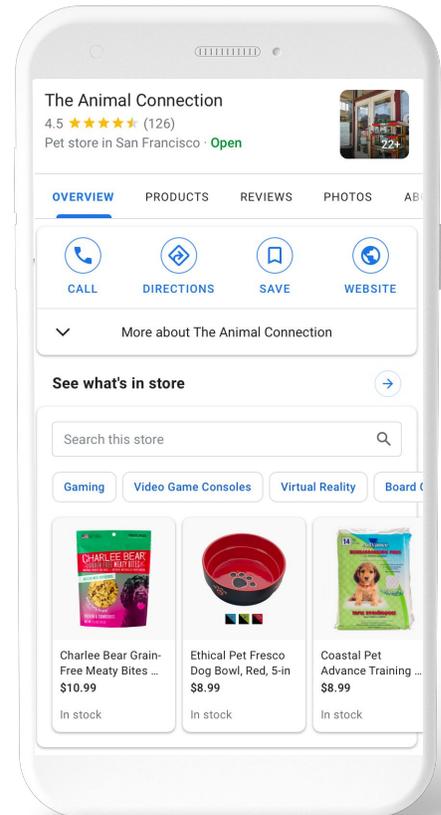
Show your credentials and service area, offer bookings, and communicate directly with customers to build trust.

Add your in-store product inventory

[Pointy from Google](#) gives you a quick and easy way to add your in-store inventory to your Business Profile. Using Pointy is simple and free of charge — just connect it with your point of sale system, scan your products as normal, and watch them appear on your Business Profile for local shoppers to find.

Your products can also appear in free (non-ad) results across local Google surfaces, including Search, Images, Shopping, Maps, and Lens.

This means if a shopper searches on Google for a product you stock, your store has the opportunity to appear in that search result. From there, the shopper can get directions to your store or call you to reserve the item.



Success story

Beck Paint & Hardware
in Cincinnati, Ohio used Pointy to get their products online and bring new customers into their local store.

[Watch their story](#)

Ready to promote your products?

You can run local inventory ads in just two clicks with Pointy.

Attract shoppers to your store by running high-intent product ads that show up at the top of search results. All you need to do is set your **budget** and **location** and you're good to go.

Showcase your **local inventory**

Already have a local inventory feed? Retailers can showcase products that are available in nearby stores and highlight options like in-store pickup or curbside pickup using [local inventory ads](#).

You can also show store-specific offers and discounts in your ads using [local promotions](#).

These tools are especially important to help shoppers avoid shipping delays.

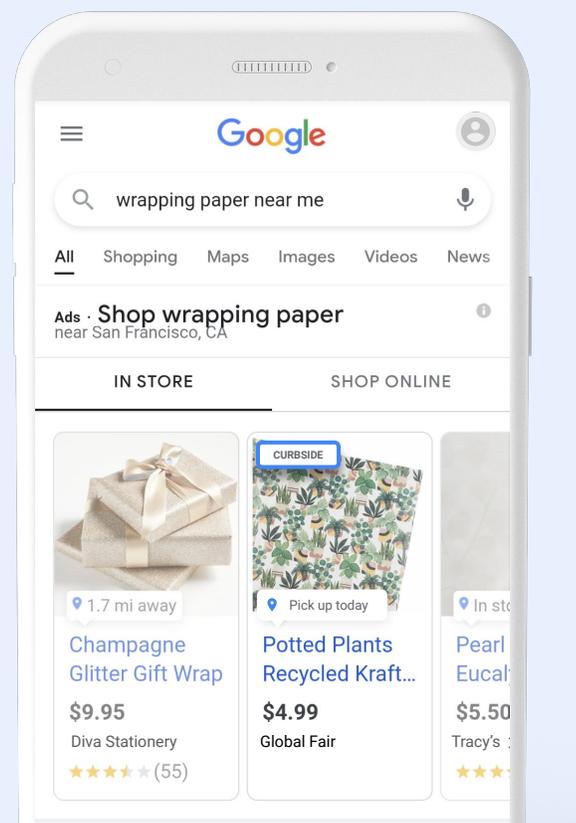
Success story

ACE Hardware increased return on ad spend by **133%** using local inventory ads with store pickup.

Promote your store pick up options

Pick up today & curbside

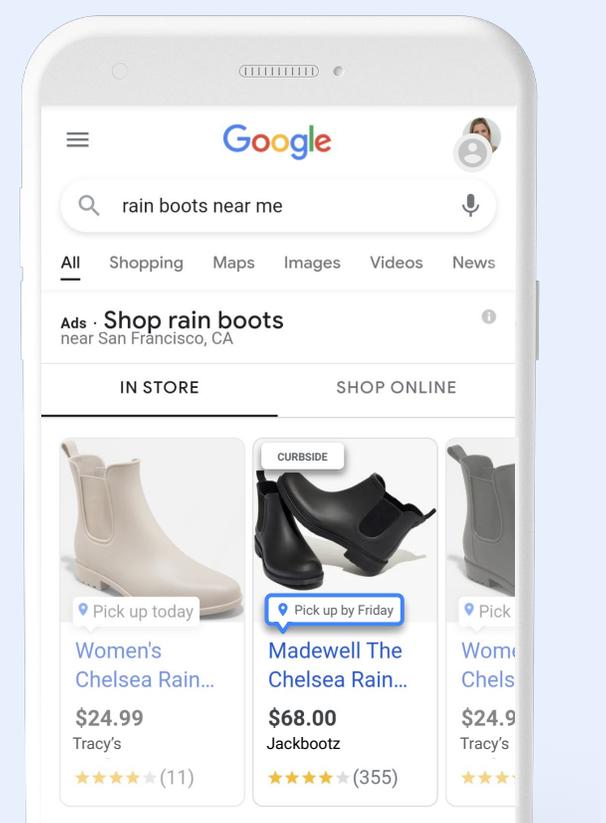
Highlight same day in-store pick up options



50% of US holiday shoppers will confirm online that an item is **in stock** before going to buy it¹

Pick up later

Highlight products that can be shipped to your store in a few days



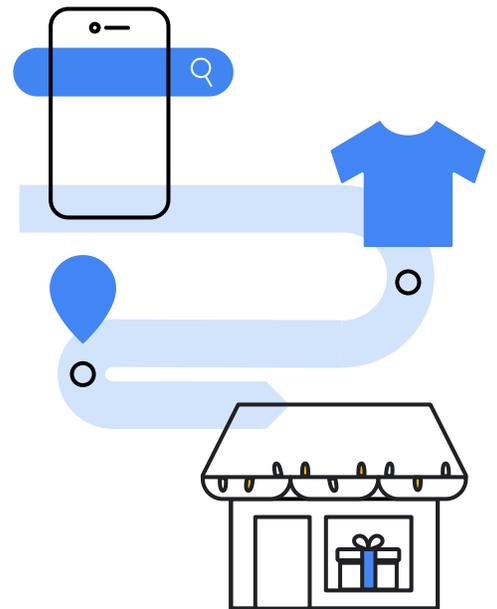
Searches for "in stock" have grown globally by more than **800% year over year**²

Grow omnichannel sales

Despite 2020's digital shopping boom, brick-and-mortar shopping in the US made up **83% of 2020 holiday season sales.**³

Google offers a variety of ways to measure the impact your online ads have on your physical store, including [store visits](#) and [store sales measurement](#). You can take action on this data by adding it to your [Smart Bidding](#) to grow total sales, whether they happen online or in-store.

Smart Bidding with store visits or store sales values automatically adapts to changes in online and in-store conversions, helping you meet your business goals.



Success story

IKEA Belgium implemented Smart Bidding for store visits to grow total sales – both online and in their warehouses.

“By shifting to an omnichannel bidding strategy, we were able to more accurately measure our return on ad spend and grow the revenue from our Search and Shopping campaigns by over 300% year over year. We’ve continued with this omnichannel approach in order to best serve our customers, wherever they shop.”

–Grégory Bauduin, CMO, IKEA Belgium



Meet customers where they feel comfortable shopping

Automatically adapt to fluctuations in online and offline consumer demand.



Support stores open for business

Use digital to help offline channels, and maximize total sales and profitability instead of online-only.



Save time for strategy that matters

Increase optimization efficiencies and focus on meaningful ways to engage with customers.

Grow in-store sales

[Local campaigns](#) help you reach shoppers across Google to highlight your nearby stores, in-store product inventory, or special promotions.

Local campaigns make it easy to promote your stores across Google's largest properties including Google Search, Maps, YouTube, and the Google Display Network.

Just add a few lines of text, a budget, some assets, and the rest is optimized to help you grow visits to your store.

Success story

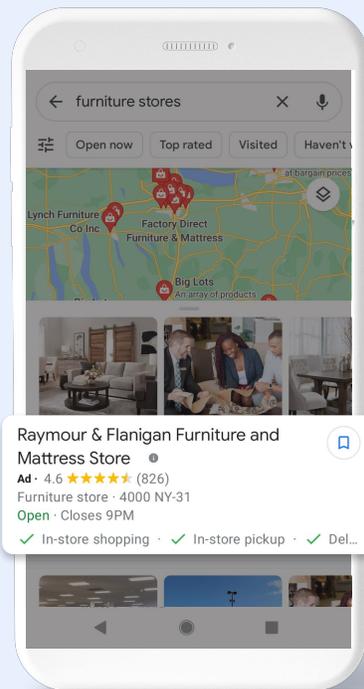
Raymour & Flanigan
FURNITURE | MATTRESSES

Furniture retailer
Raymour & Flanigan used
Local campaigns to bring
customers into their stores.

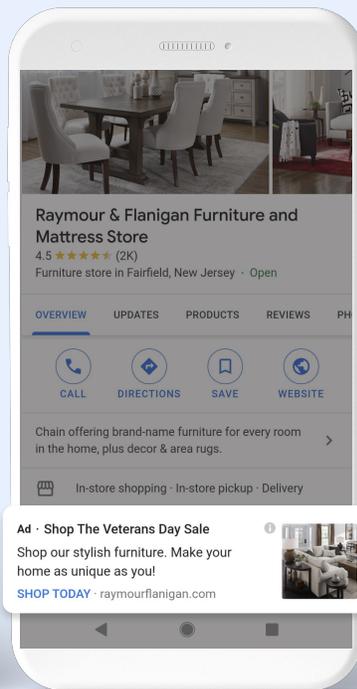
[Watch their story](#)

Searches on Google Maps for "curbside pickup" have increased **globally by 5,000% year over year**⁴

Promote your store
locations to shoppers
on Google Maps



Google Maps



Business Profile

Highlight sales and
specials to encourage
in-store visits



Retail

Increase foot traffic during
the holiday season.

Promote products available
in-store, seasonal sales, or and
services like curbside pickup.



Food & Bev

Drive customers to your
restaurant when they are
looking for where to eat.

Promote new or seasonal
menu items and special offers.



Auto

Bring customers into
dealerships for test drives.

Promote priority models
and seasonal sales.

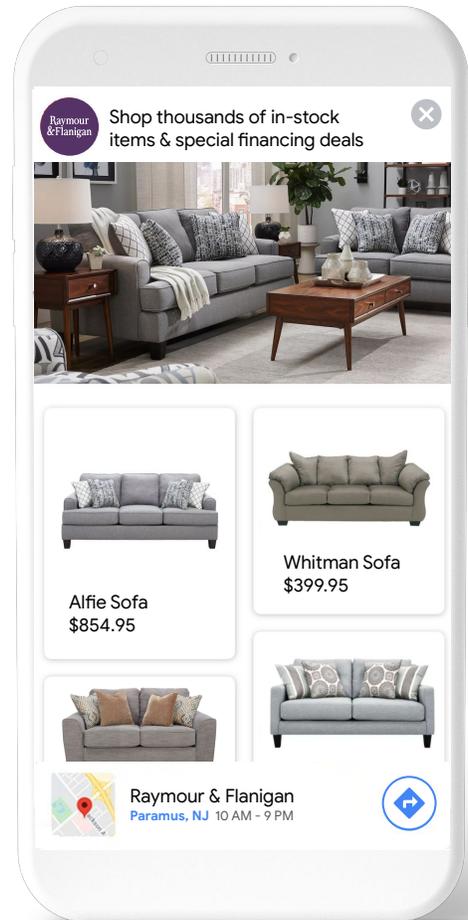
Promote your local product inventory

Local campaigns allow you to **promote products** available at your physical locations including retail stores, restaurants and dealerships via a local product feed.

To promote your products, you'll need to upload a local product feed that includes your store inventory, product descriptions, images, and prices. Google will automatically create ads showcasing your products across the relevant locations.

Once set up, your Local campaign will enable you to showcase specific products like items on sale or seasonal menu items.

Searches for 'now near me' have **grown globally by more than 200% year over year**⁵



Success story

Digital has become an essential component of IHOP's marketing strategy.

IHOP drove an 84% increase in visits to their restaurants with Local campaigns (2021 vs 2019)

"More and more, our customers search online before coming into one of our restaurants. Local campaigns help us reach guests across Google and promote IHOP as an option to satisfy their meal cravings at restaurants nearby."

—Kieran Donahue, CMO, IHOP

Success story

Bayer sought out exploring new ways to increase in-store traffic for their seasonal products in local pharmacies.

Bayer drove a 7.5% increase in incremental sales in selected pharmacies with Local campaigns

"Reinforcing online to offline connection is key in strengthening customers relationship but, most importantly, allowed us to approach our consumers with a better, richer and consistent experience."

—Ettore Campanile,
Digital Manager, Bayer