

Social Places survey results

Issued by [Social Places](#)

1 Apr 2021



Social Places 2021 local marketing results are here

Social Places has released the stats from the second edition of their annual online local landscape survey. These stats offer insight into how South African consumers engage with businesses online, how their behaviour has changed due to Covid and if aspects such as listings, reviews or star ratings should matter if you're a business owner. Hint: They really do!

"The findings show that online reviews continue to grow exponentially and how businesses are managing these reviews have a direct impact on a business's bottom line.

"Keeping information up to date across channels is also a key factor in converting customers, 63.8% of consumers found incorrect information on Google during lockdown. It is becoming crucial for brands to manage their local presence as customers now expect business details to be correct across multiple digital verticals, in fact, 59,6% of consumers are turning to Google and Facebook to find the most up to date info on a business.

"Further to this, consumers are expecting a more personal interaction from brands online - over 80% of consumers enjoy interacting with local businesses rather than brand head offices and it is becoming critical for brands (especially franchises and multi-location), to refine their strategies and develop authentic interactions with their customers," said Social Places co-founder Ashleigh Wainstein.

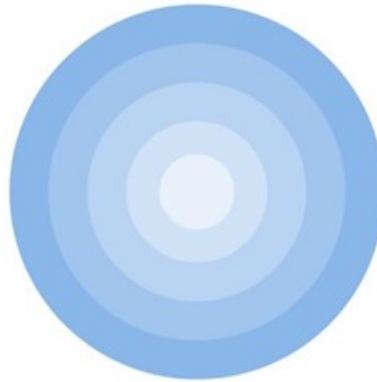
The inaugural report garnered over 3,500 respondents from across the South African landscape.

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Key findings:

74.7% of consumers are searching for local businesses weekly, with **23.9%** making daily searches.
Up from 55% weekly in 2019.

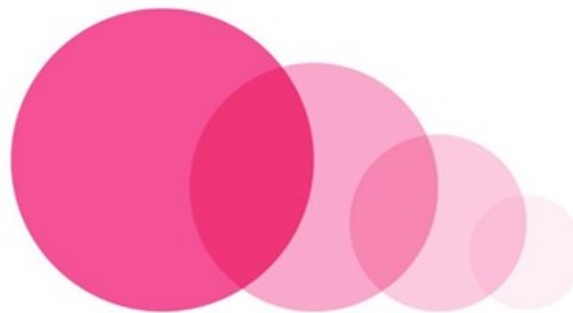
- Multiple times per week - 33%
- Everyday - 23.8%
- Every month - 22.9%
- Every week - 17.9%
- Never - 2.4%



2

89.5% of consumers trust reviews as much as a personal recommendation.

- Yes, but only if there are multiple reviews - 60.4%
- Yes, online reviews have a strong influence on my buying decisions - 29.1%
- No, I am skeptical about online reviews - 9.8%
- I don't read online reviews - 0.7%



15

55% of consumers are unlikely to choose a business with less than 4 stars.

- 4/5 Stars - 45.7%
- 3/5 Star - 40.1%
- 5/5 Star - 9.4%
- 2/5 Star - 2.5%
- 1/5 Star - 2.3%

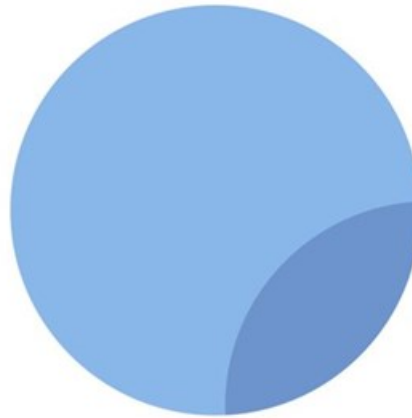


20

72.6% of people prefer to make online bookings.



- Online Bookings - 72.6%
- Telephone Bookings - 27.4%

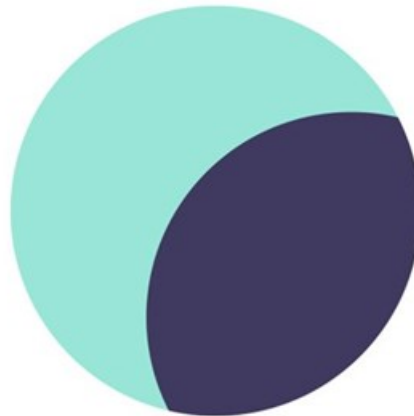


38

53.1% of people would prefer to interact with a chatbot if it gave immediate helpful feedback.



- Yes - 53.1%
- No - 46.9%

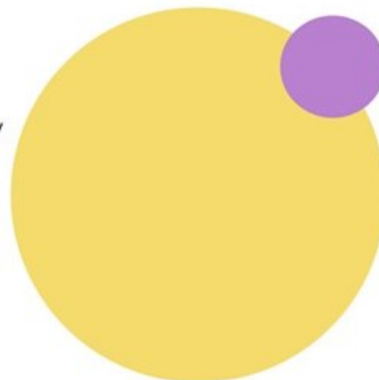


36

Negative Covid-19 reviews make 88.9% of consumers less likely to visit the business.



- Yes, I am less likely to visit - 88.9%
- No, it doesn't bother me - 11.1%



31

Social Places is a martech company managing listings, reviews, ads, social and bookings for leading global brands including Massmart, McDonald's, Krispy Kreme, Spur Group, Old Mutual and PepKor Group.

Contact sales@socialplaces.io for more info.

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Social Places

Social Places is a MarTech company that specialises in location-based marketing and reputation management for multi-location and/or franchised brands.

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