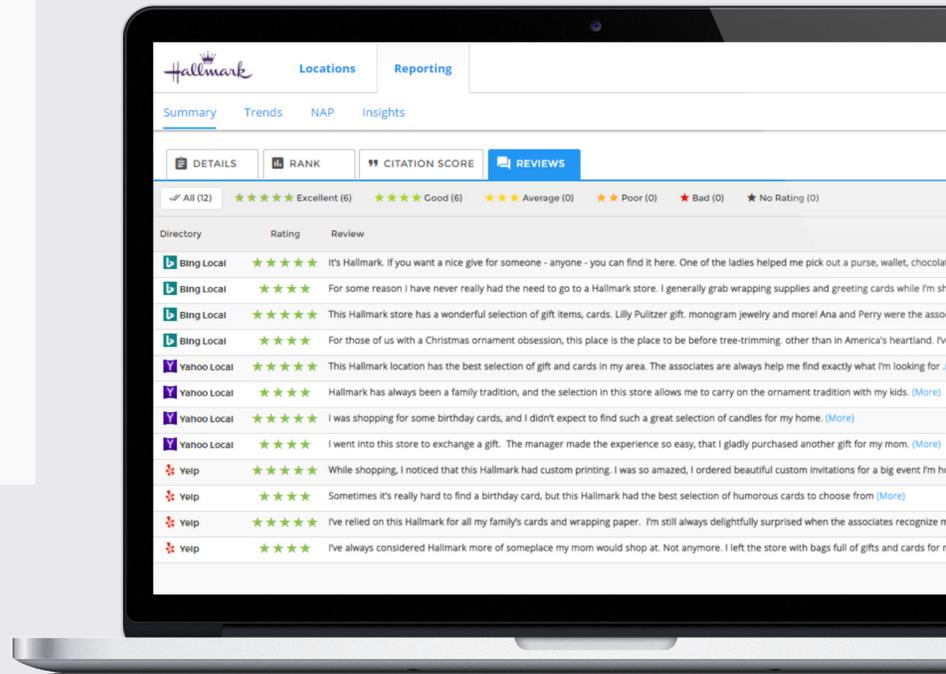




# Local Manager

Marketing Tools That Engage Franchise Owners and Local Managers



## Drive the future of local. Visibility. Accuracy. Control at your fingertips.

Imagine having a single mobile-friendly dashboard that provides local managers with the ability to take control of logistical details at scale and quickly author critical location data. Now store managers and enterprise franchise owners are empowered to manage location data accuracy at the local level while maintaining national brand integrity using Rio SEO's Local Manager. This open local platform offers teams control of key information that drives local foot traffic to your business. Location holiday hours, events, coupon promotions and in-store specials are just a few ways you can ensure your content accurately reflects local business operations in your customer's moment of need. With so many moving pieces in your large enterprise brand, there is no room for data inconsistency at the local level.

Rio SEO's Local Manager delivers the tools enterprise brands need to maximize access levels across the organization and deploy successful national campaigns with a local focus. Accessibility is key and is determined by role which ensures only relevant dashboard components are accessible.

**Support your national brand at the local level with Rio SEO Local Manager.**

### Key Features

Local Content Authoring	✓
Multiple User Levels	✓
Local Access to Key Data	✓
History Tracking	✓
Integrated Local Reporting	✓
Corporate Governance	+
Events & Promotions Publisher	+
White Labeling	+
Single Sign On Integration	+

**Empower national brands at the local level and drive more in-store traffic by controlling location data accuracy.**

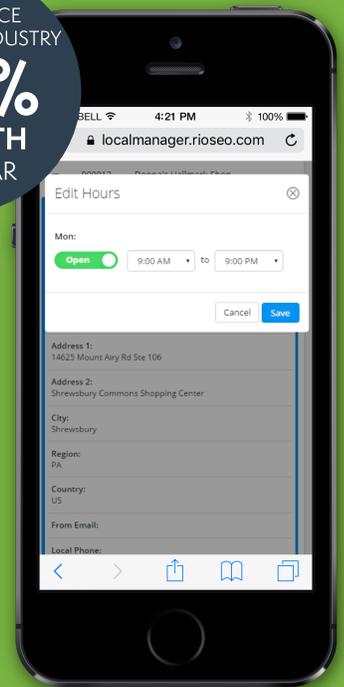
Continued >

## Overview

- Enables content creation and moderation at the local level outside of corporate management
- Easy to use, intuitive tool that requires no in-field training
- Add relevant local information about events, coupons, and local activities to encourage more local traffic
- Defined user roles and access levels; designed to empower store-level employees, yet appropriately limit visibility:
  - Limit users to specific locations
  - Limit content editing by user role
  - Allow content creation
- Robust location reporting dashboard
  - Location specific reports
  - Citation accuracy and correctness
  - Integrated review content and scores
- Authoring governance
  - Governance layer requiring corporate approval, prior to publishing web content updates
  - Track all changes made to core location information
  - View before and after modifications for reverting to previous edits
- Events & Promotions Publisher enables your website to highlight local events into locator pages to increase in-store traffic
  - Promotes events inside locations
  - Create urgency with optional integrated countdowns
  - Local editor allows local managers to give input
  - Auto publisher allows for advance planning
- Single Sign On (SSO) compatible, creating a seamless and secure integration with client's active directory
- Lightweight UI with responsive design for easy access on every device

FULL SERVICE  
FRANCHISE INDUSTRY

6.3%  
GROWTH  
THIS YEAR



*“ Rio SEO’s Local Manager is an easy-to-use online dashboard that provides the tools and information Hallmark independent retailers need to manage their digital store presence.”*

*- Carlos Corredor  
Marketing Manager at Hallmark*

## About Us

Rio SEO simplifies complex local marketing by empowering enterprise brands with solutions that engage customers throughout the search ecosystem. Our heritage as search experts combined with our first-class service drives tangible results for some of the nation’s most recognizable brands. Rio SEO’s professional services, Local Solutions, acts as an extension of your brand offering high-level expertise, local marketing support, and adaptability to the ever-changing SEO industry.

Whether it’s search or social, we believe that every brand interaction is an opportunity to create a customer relationship. Our Open Local Platform powers the marketing solutions that multi-location brands need to establish a local presence and connect with customers. Rio SEO’s suite of turnkey products includes Local Listings, Local Reporting, Local Pages, Local Social and Local Manager. From web to mobile, **we’re redefining the technology driving the future of local.**



9255 Towne Centre Dr., Suite 750  
San Diego, CA 92121  
(858) 529-5005