

DashLoc Launches Revolutionary Hyperlocal Marketing Platform for Multi-Location Brands



The graphic features a dark blue background with a subtle network pattern. At the top, the title "Hyperlocal Marketing Tech Tool" is written in a large, white, sans-serif font. Below it, the subtitle "LISTING MANAGEMENT TOOL FOR MULTI-OUTLET BRANDS" is in a smaller, white, sans-serif font. In the center, there is a white rounded rectangle containing an illustration of a person standing next to a large computer monitor. The monitor displays a checklist with a red checkmark in the top section and two empty checkboxes below it. To the right of the monitor, there are five colorful, pill-shaped buttons stacked vertically. Each button has a circular icon on the left and text on the right. The buttons are: 1. Blue with a white 'L' icon and the text "LISTING MANAGEMENT". 2. Pink with a white 'O' icon and the text "ONLINE PRESENCE". 3. Purple with a white 'R' icon and the text "REVIEW MANAGEMENT". 4. Orange with a white 'L' icon and the text "LOCAL WEBPAGE". 5. Blue with a white 'I' icon and the text "IVR MANAGEMENT". At the bottom left, the DashLoc logo is displayed, consisting of a blue square with a white 'd' and the word "dashloc" in white. At the bottom right, the website address "WWW.DASHLOC.COM" is written in white, all-caps, sans-serif font.

Hyperlocal Marketing Tech Tool

LISTING MANAGEMENT TOOL FOR MULTI-OUTLET BRANDS

- L LISTING MANAGEMENT
- O ONLINE PRESENCE
- R REVIEW MANAGEMENT
- L LOCAL WEBPAGE
- I IVR MANAGEMENT

 dashloc

WWW.DASHLOC.COM

New Delhi, Delhi Jan 27, 2023 ([Issuewire.com](https://www.issuewire.com)) - **DashLoc**, a leading technology company, has announced the launch of its revolutionary hyperlocal marketing platform designed specifically for multi-location brands. The platform, which is designed to manage listings, Google My Business (GMB) optimization, reviews, organic lead generation, and analytics with sentiment analysis, aims to help businesses of all sizes to effectively target and engage with local customers across multiple locations.

The platform is the first of its kind, providing businesses with a comprehensive suite of tools to manage their online presence and reputation across multiple locations. With DashLoc, businesses can easily manage their GMB listings, optimize their listings for search, generate positive reviews, and track analytics to measure the effectiveness of their marketing efforts across all locations.

DashLoc's analytics feature provides businesses with valuable insights into how customers feel about their brand, through sentiment analysis. This allows businesses to understand how their customers perceive their brand, and make data-driven decisions to improve customer engagement across all locations.

"**DashLoc** is the solution for multi-location brands looking to take control of their online presence and reputation, the platform is easy to use, yet powerful enough to provide businesses with the tools they need to succeed in today's highly competitive digital landscape."

With DashLoc, businesses can expect to see a significant increase in online visibility, engagement, and conversions across all locations. The platform is available for a free trial, and businesses can choose from several pricing plans to suit their needs.

Here are some features that a "DashLoc" hyperlocal marketing platform for multi-location brands may include:

- Location management: The ability to manage and update information for multiple locations, including business hours, contact information, and promotions.
- Local SEO optimization: Tools to optimize each location's presence in local search results, including the ability to claim and verify listings on local directories and search engines.
- Reputation management: The ability to monitor and respond to reviews and ratings for each location.
- Social media management: Tools for managing social media accounts for each location, including the ability to schedule posts and track engagement.
- Analytics and reporting: Detailed analytics and reporting on the performance of each location, including metrics such as website traffic, social media engagement, and review ratings.
- Lead generation: Features for generating leads and collecting contact information for each location, such as appointment scheduling and contact forms.
- Mobile optimization: Ensure that all microsites are mobile optimized and easy to navigate on mobile devices.
- Microsites: A feature that allows the creation of microsites specific to each location, with unique content optimized for SEO.
- Integration with other tools: such as CRM and Marketing Automation tools

By ensuring that all retail locations have a consistent brand experience, customers can trust and have confidence in the brand. This consistency can also streamline marketing and advertising efforts, as well as make it easier to roll out new products and promotions across all retail locations.

For more information on DashLoc, please visit the website at **dashloc.com**.

Media Contact

DashLoc

sales@dashloc.com

Source : DashLoc

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