

Are you an Everywhere Brand?

yext





# Brandr

*Old Norse, Middle Ages*  
“To Burn”









































**MAX**®



**Sveriges godaste burgare**



1968

125

4500

Seattle's Best  
Coffee



Vi pa... burgare



Sveriges godaste burgare



GREEN  
FAMILJEN  
VÄXER



**MAX**  
Sveriges godaste burgare

50  
1968



“A **brand** is the sum of **experiences** your customers have with your products, services, people, locations, events, website, app, and information — no matter where it resides, online or off.”

— **Yext**















A night sky with the Milky Way galaxy and a desert landscape. The Milky Way is visible as a bright, colorful band of stars and dust, stretching across the sky. The colors range from blue and purple to orange and red. Below the sky, a dark, silhouetted desert landscape with rolling hills and mountains is visible. The overall scene is dark and atmospheric.

# THE EVERYWHERE BRAND

A **brand** which exists consistently & accurately across the universe of intelligent services to drive better consumer **discovery, engagement, and experience.**







yext

# THE EVERYWHERE BRAND

Embracing the Universe Beyond Your Website (and App)

By **Jay Baer**

Author, Hug Your Meters  
CEO & Founder, Convince & Convert  
@jaybaer

**Jeffrey K. Rohrs**

Author, AUDIENCE  
CMO, Yext  
@jkrohrs



# 7 TRAITS OF THE EVERYWHERE BRAND:

**1. CUSTOMER-CENTRIC**

**2. ACTIVE**

**3. ORGANISED**

**4. REAL-TIME**

**5. GRANULAR**

**6. RESPONSIVE**

**7. INNOVATIVE**





**EVERYWHERE BRAND TRAIT #1:  
CUSTOMER-CENTRIC**





**THE CUSTOMER IS HERE**

**YOU ARE HERE**

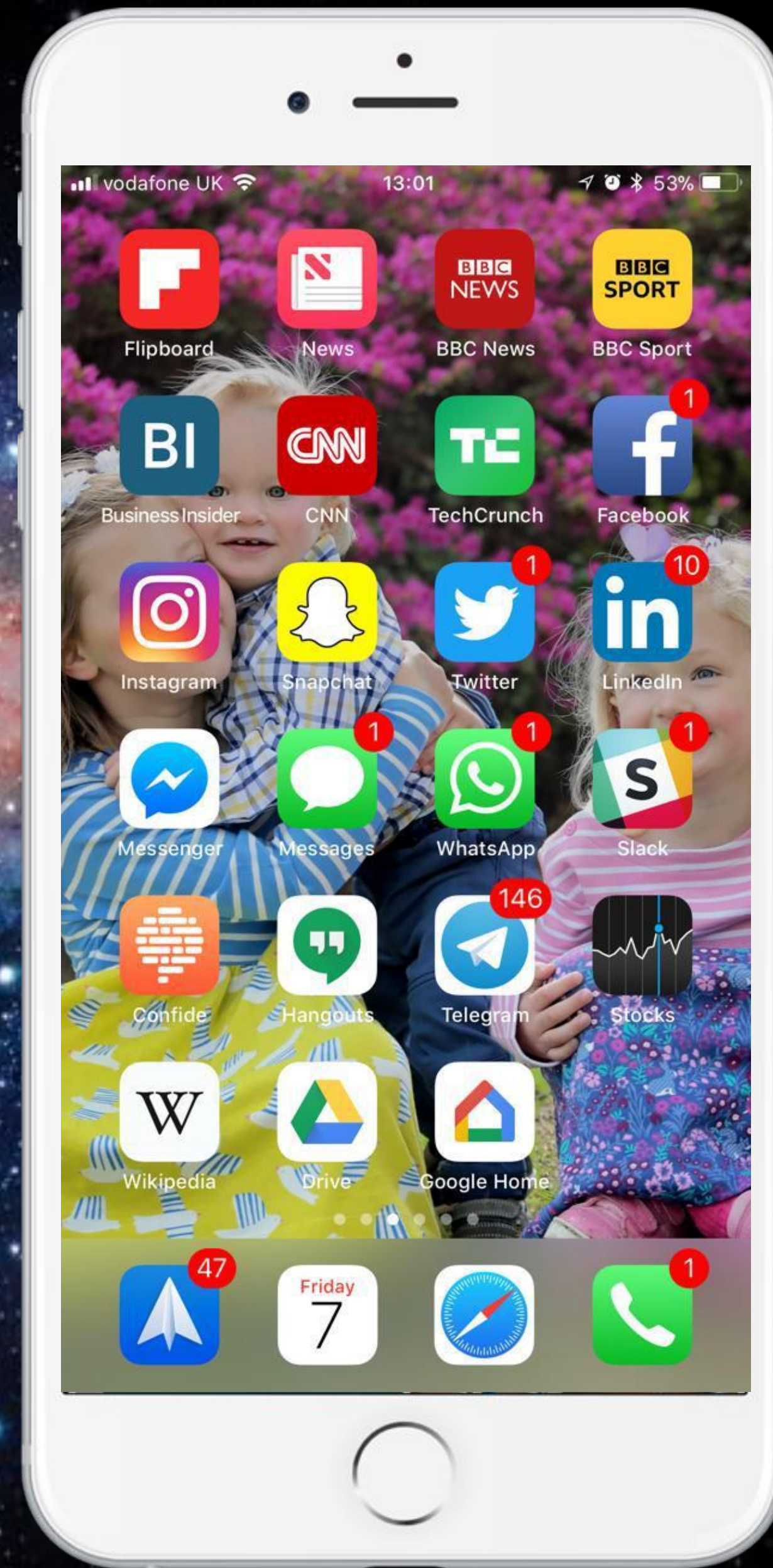
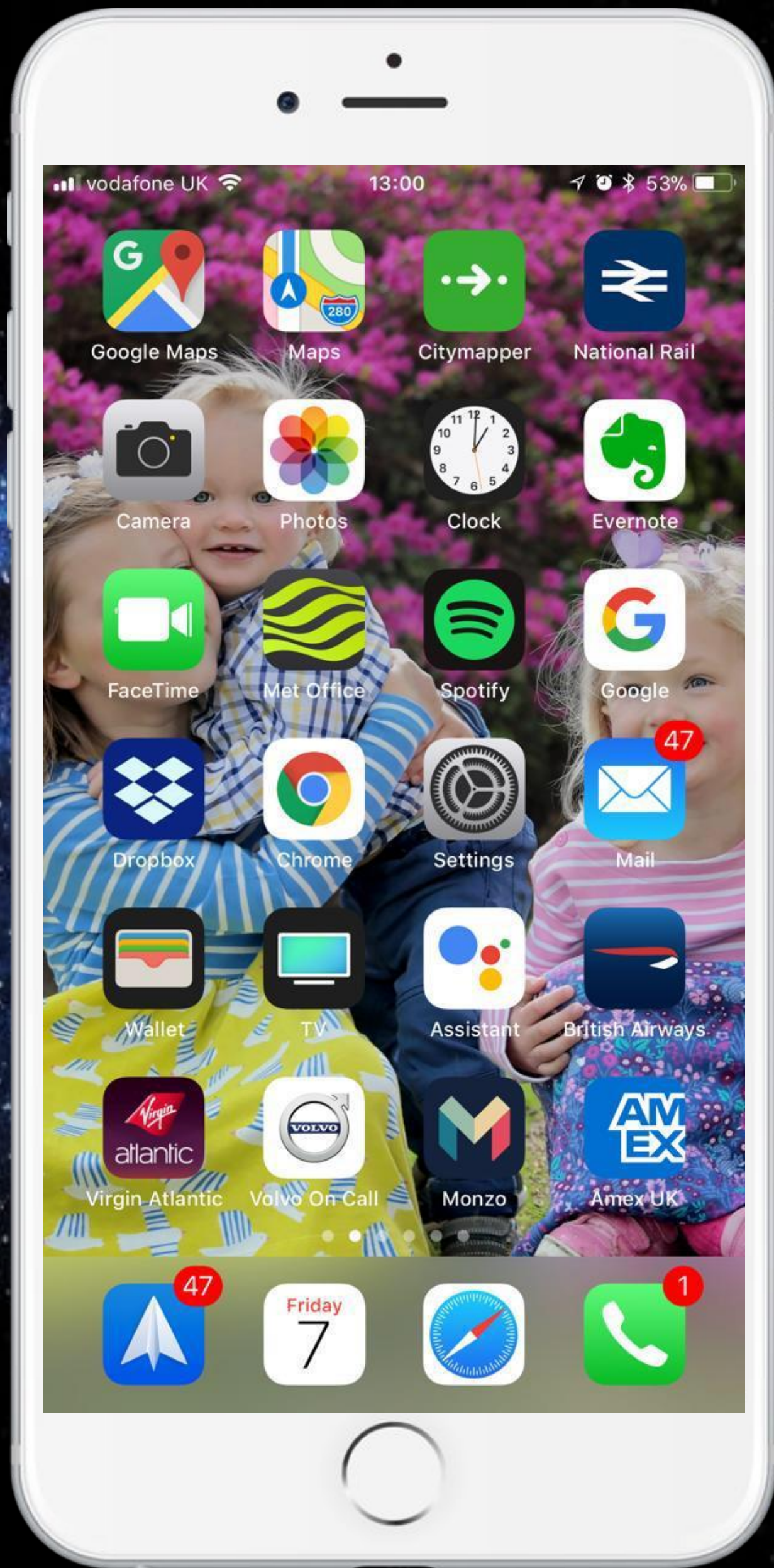






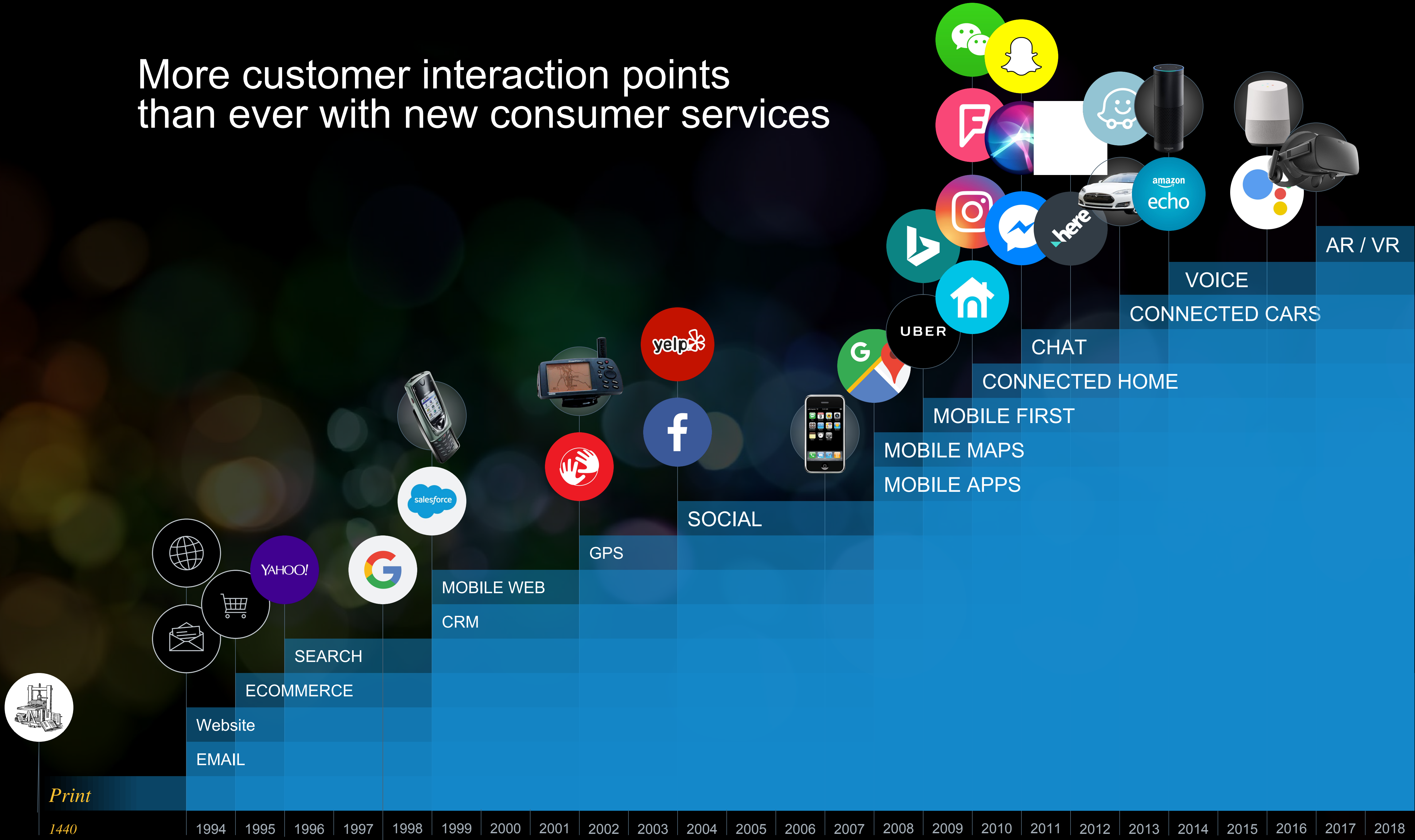
**TAKE OUT  
YOUR PHONE**







# More customer interaction points than ever with new consumer services









**On average, companies with  
brick & mortar locations see**

**70%**

**more brand traffic across third-party  
services than their own website.**

SOURCE: Yext Data from 20,107 Business Locations (2017)



# A new channel for customer engagement

Website & Mobile Website



Search, Maps, Directories, Voice, Chat



**73%** of high-intent traffic  
is going to new services





Article  
March 2014

# The three Cs of customer satisfaction: Consistency, consistency, consistency

By Alfonso Pulido, Dorian Stone, and John Strevel







# CONSISTENCY MATTERS!





**EVERYWHERE BRAND TRAIT #5:  
GRANULAR**







of hotel searches on mobile are for a specific type of amenity, such as “hotel with an indoor pool” and “hotel with jacuzzi in room.”







**VOICE SEARCH ALREADY ACCOUNTS  
FOR OVER 20% OF MOBILE  
SEARCHES ACROSS GOOGLE**



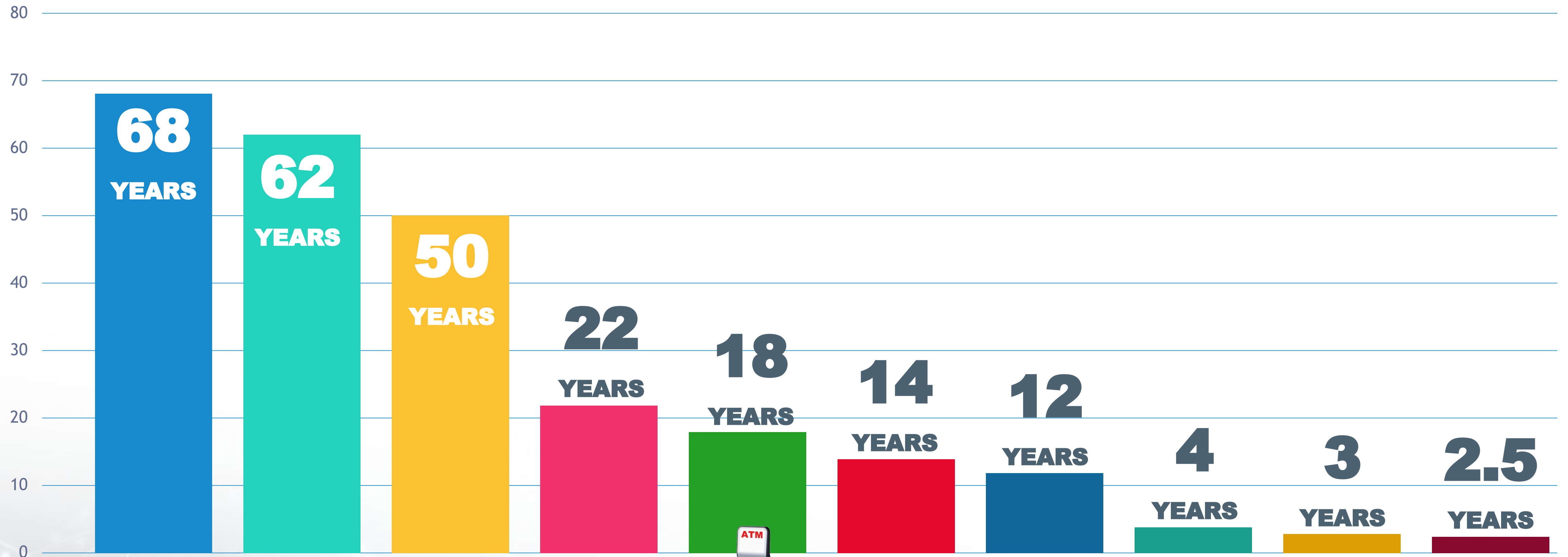


**BY THE END OF 2018, 40% of  
UK HOMES (11M) WILL OWN  
SMART SPEAKERS**



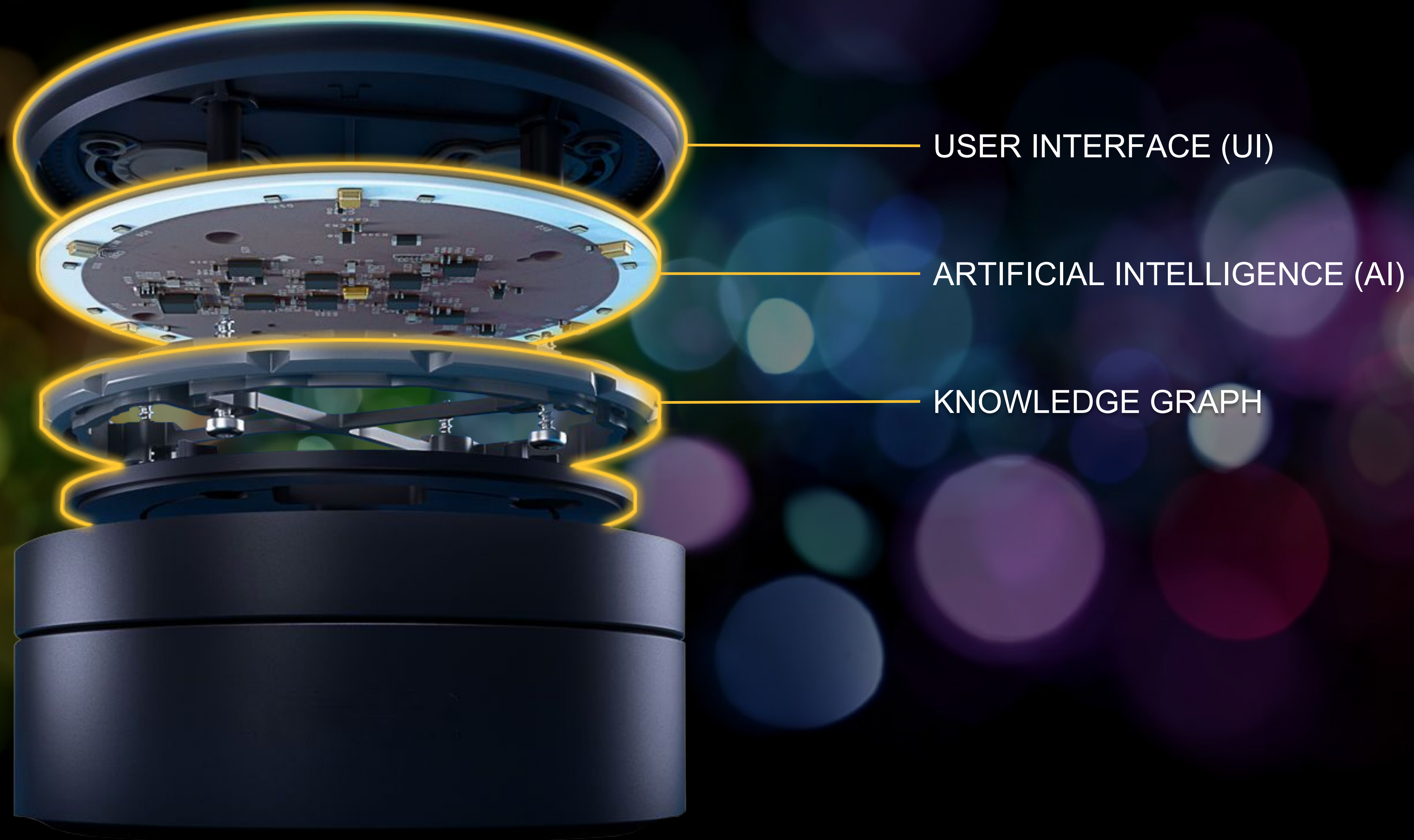


# YEARS TO REACH 50 MILLION USERS





# Anatomy of the new consumer service







*Brand*

Name

City

Country

Lat/Long

Address

Postcode

Alternate Phone

Main phone

Fax

Holiday hours

Emails

Payment Methods

Business hours

Photos

Associations

Languages

Categories

Description

Products

Brands

Logo

Menus

Mobile phone

Bios

Website

Call to action

Videos

Specialities

Slogan

Facebook page

Twitter handle

Keywords

Accessibility

Events







# Haymarket Stockholm\_

Bar

Room service

Free wifi

Luxury hotel

Restaurant

Parking

Conference Facilities





H&M\_

Payment methods

Summer sale

Products carried

Holiday hours

Handbags

Personal shopping

Promotions

Delivery

Click & collect

ntre

2016



Toronto-E



# Sushi Yama\_



Open 10am - 10pm

Wheelchair access

Free wifi

Cash-free

Take away

Platters

Child-friendly

Menu





Beefeater Farnham

3.3 ★★★★★ (194) · ££  
Steak house · [Open](#)

- OVERVIEW MENU REVIEWS ABOUT

Sharers

**Garlic Flatbread Strips**  
Perfect for sharing. Brushed with garlic and parsley

**The Beefeater Sharing Platter**  
Buttermilk chicken wings, slices of breaded crispy flat cap mushroom, lamb kofta, spicy potato dippers and grilled flatb...[More](#)

**Loaded Nachos**  
Loaded with smoky cowboy beans and beef brisket. Caiun





Google

pancakes perris

All Images Maps Videos News More Settings Tools

About 293,000 results (0.62 seconds)



Rating Cuisine Price Hours

**Denny's**  
4.1 ★★★★★ (645) · £ · Breakfast  
American diner chain running since 1953  
570 E 4th St  
"I had the 'Strawberry Pancake Breakfast' which for the price, can't be..."



**IHOP**  
4.0 ★★★★★ (532) · £ · Breakfast  
Diner chain known for its breakfast  
1688 N Perris Blvd j  
Their website mentions **pancakes**

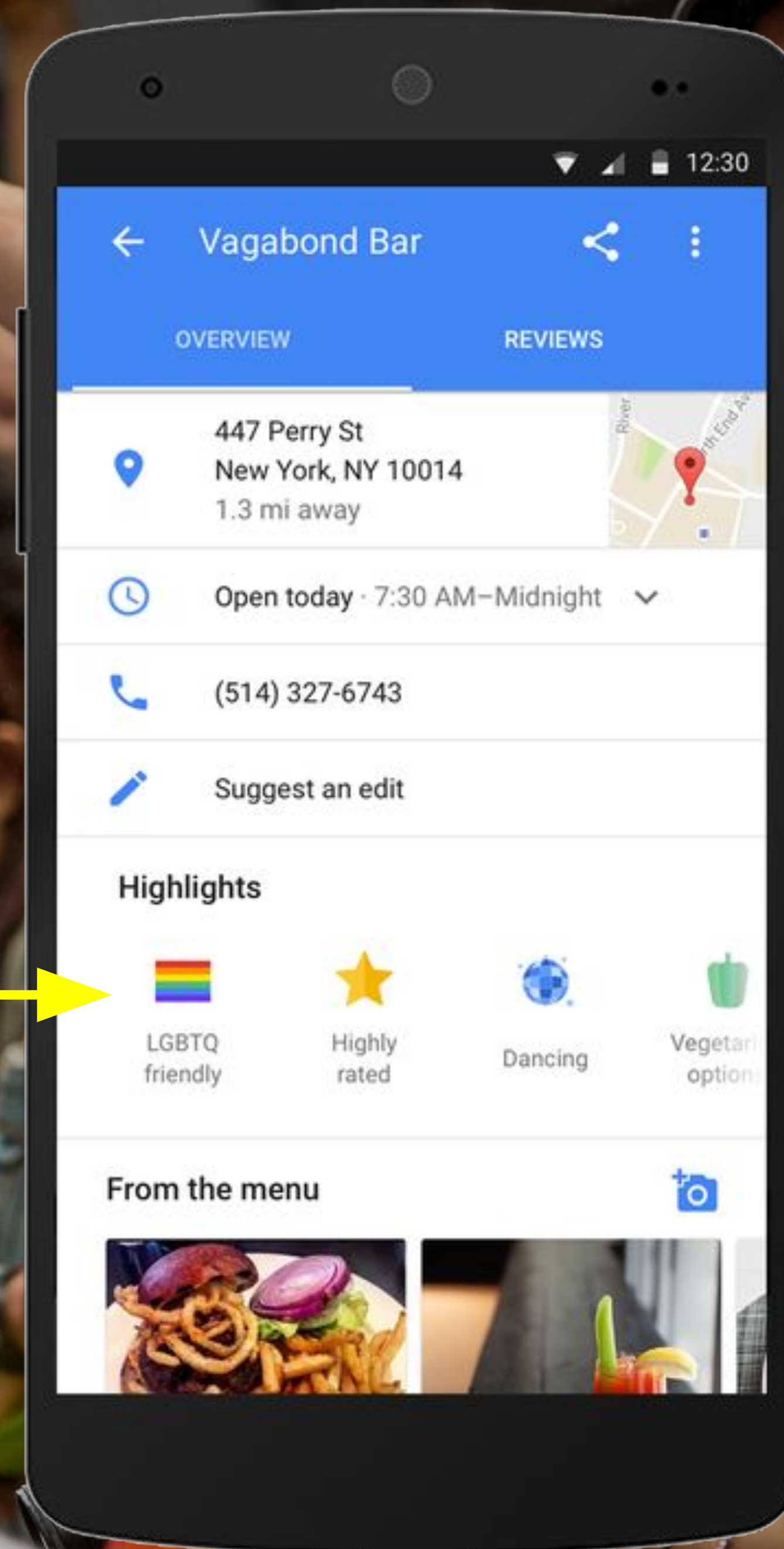


**Harry's Cafe**  
4.3 ★★★★★ (817) · ££ · American  
Casual American joint with all-day fare  
748 Ramona Expy  
"They have some of the best **Pancakes** around. The burgers are great ..."





# NEW LGBTQ-FRIENDLY ATTRIBUTE IN GOOGLE





# IKEA

## Home furnishings

**CHARGING STATIONS** →

Family friendly parking





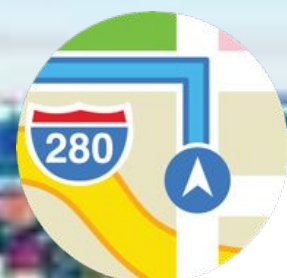
Geotag



Check in



Driving directions



Payment methods



Get directions



Drop off

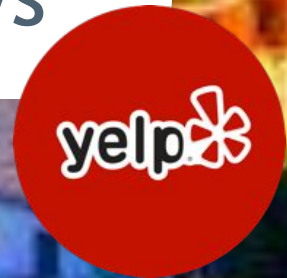
UBER

Geofilter



★★★★★ 984 Reviews

yelp



Open now



获取路线







**Digital Knowledge Management (DKM)**



Web



Direct Channels



Search, Maps, Directories




Chat

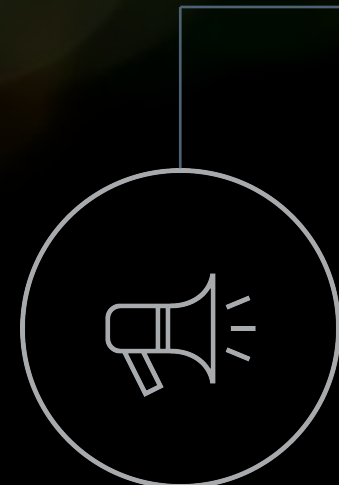


Voice

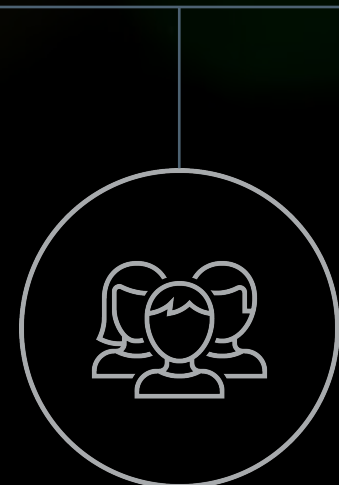


pages   reviews   listings   analytics   app directory

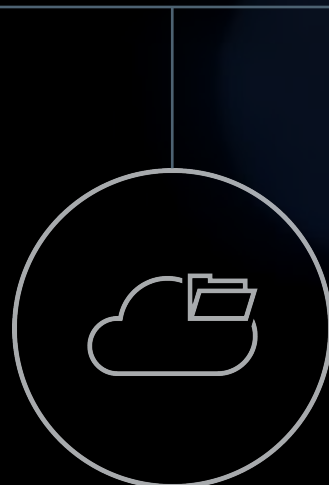
yext | knowledge manager 



Marketing



HR



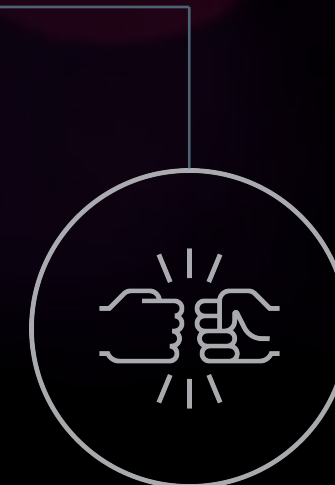
CMS



Real Estate



Operations



CRM



# The Value of DKM

## BRAND CONSISTENCY & CONTROL

Control the facts about your brand — everywhere they appear



## DISCOVERABILITY

Capture and measure traffic from the AI-powered services of today and tomorrow



## OPERATIONAL EFFICIENCY

Reduce time, manual effort, and data discrepancies across your teams and internal systems



## CUSTOMER EXPERIENCE

Ensure customers see the right answers about your brand — and act on their feedback to foster loyalty





# Yext is the global leader in Digital Knowledge Management



Founded in  
**2006**

**8**

A large yellow number '8' is positioned to the left of a 2x4 grid of eight lightbulb icons, representing the total number of US patents.

US Patents

**1.4 Million**  
Licences

**27.1 Million**  
Attributes Managed  
Worldwide

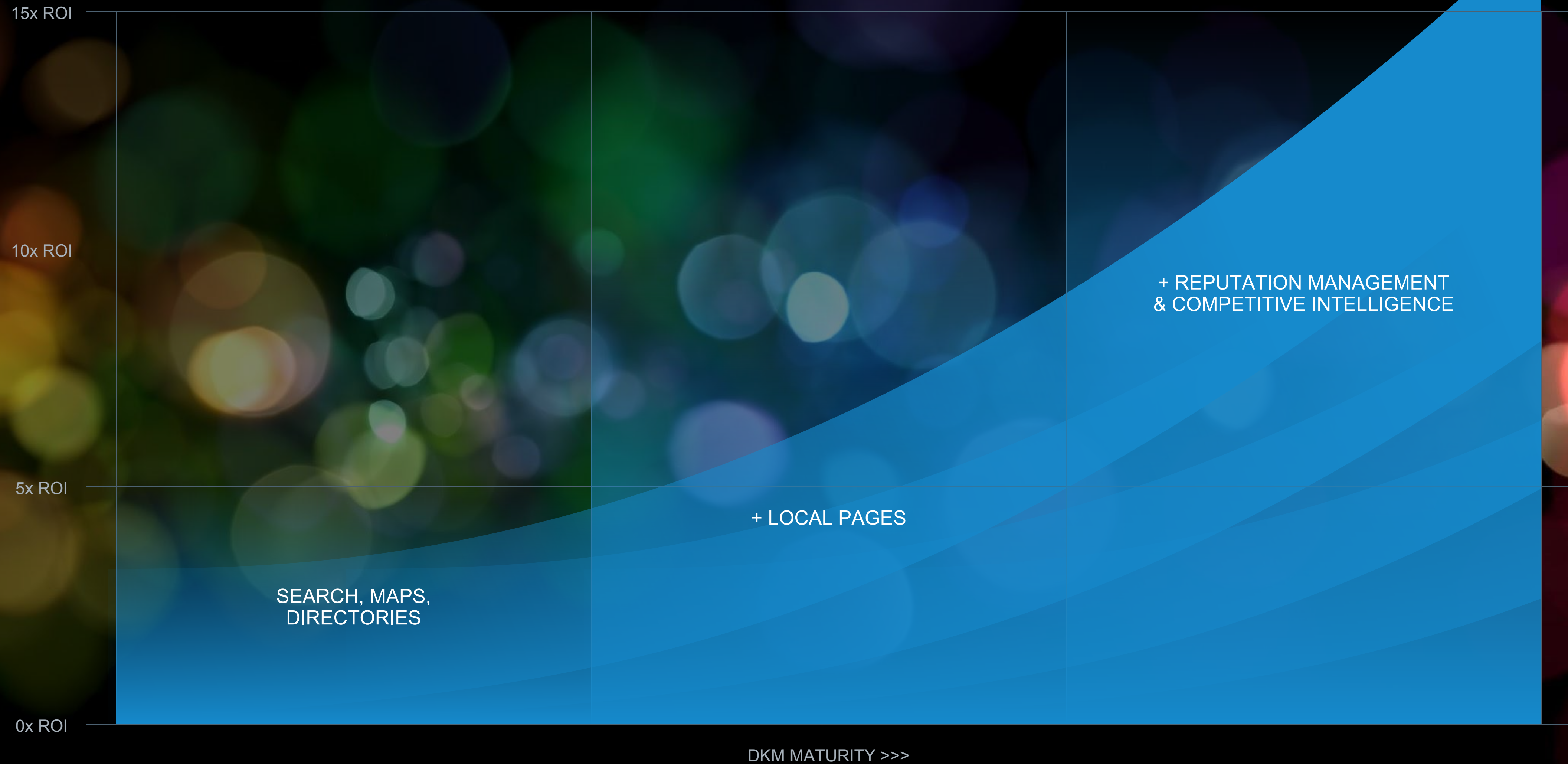
**153 Countries**  
With Active Licences

**YEXT**  
LISTED  
**NYSE**



# 15x+ ROI

with full DKM implementation



This ROI model represents projections for a business with no initial DKM strategy, based upon historical lift in views from Yext client data. This is not a guarantee of returns of any Yext product.



**EVERYWHERE BRAND TRAIT #7:  
INNOVATIVE**





Alexa, open Domino's and place my Easy Order



**WITHIN 60 DAYS OF INTRODUCTION,  
20% OF ALL EASY ORDERS WERE  
PLACED VIA ALEXA**



# VISUAL SEARCH





**MAX**®



**Sveriges godaste burgare**

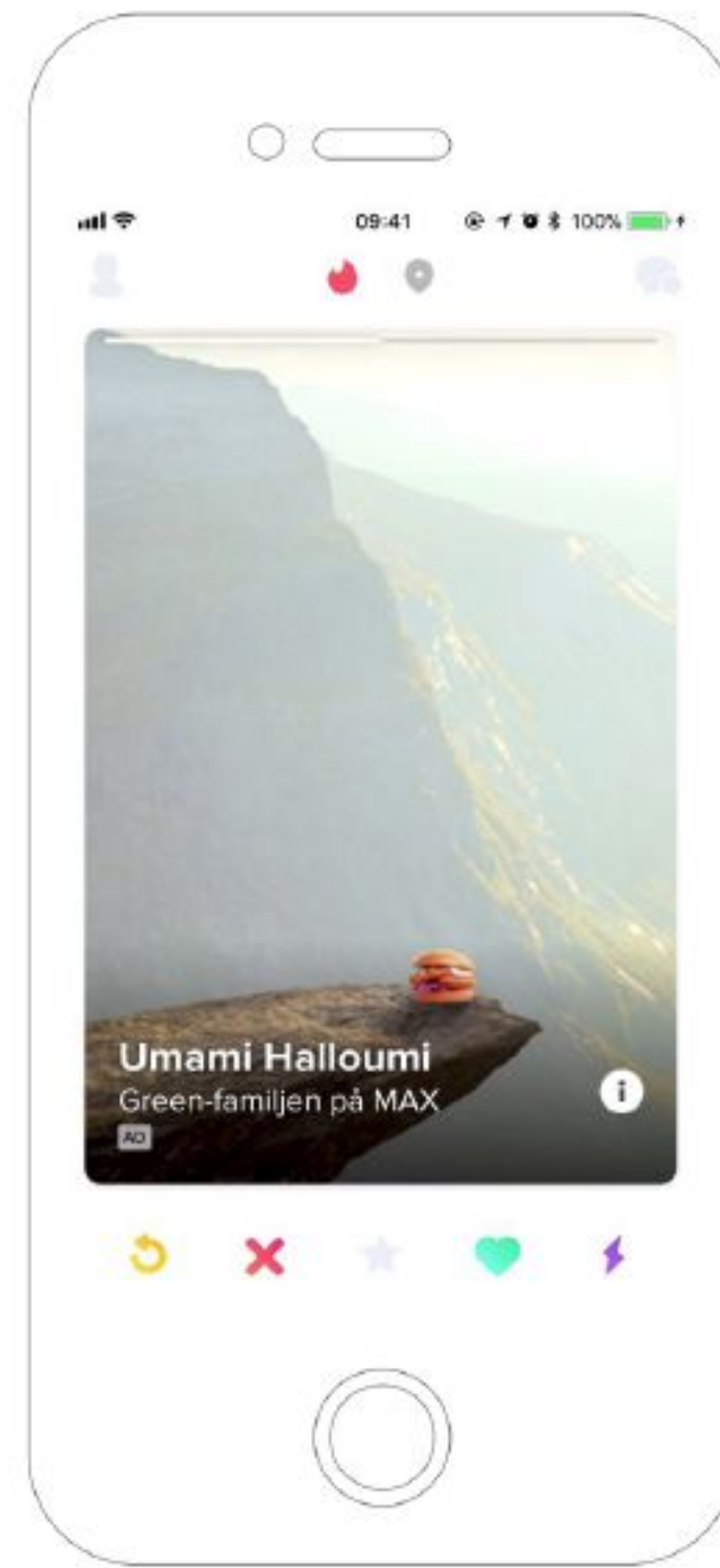
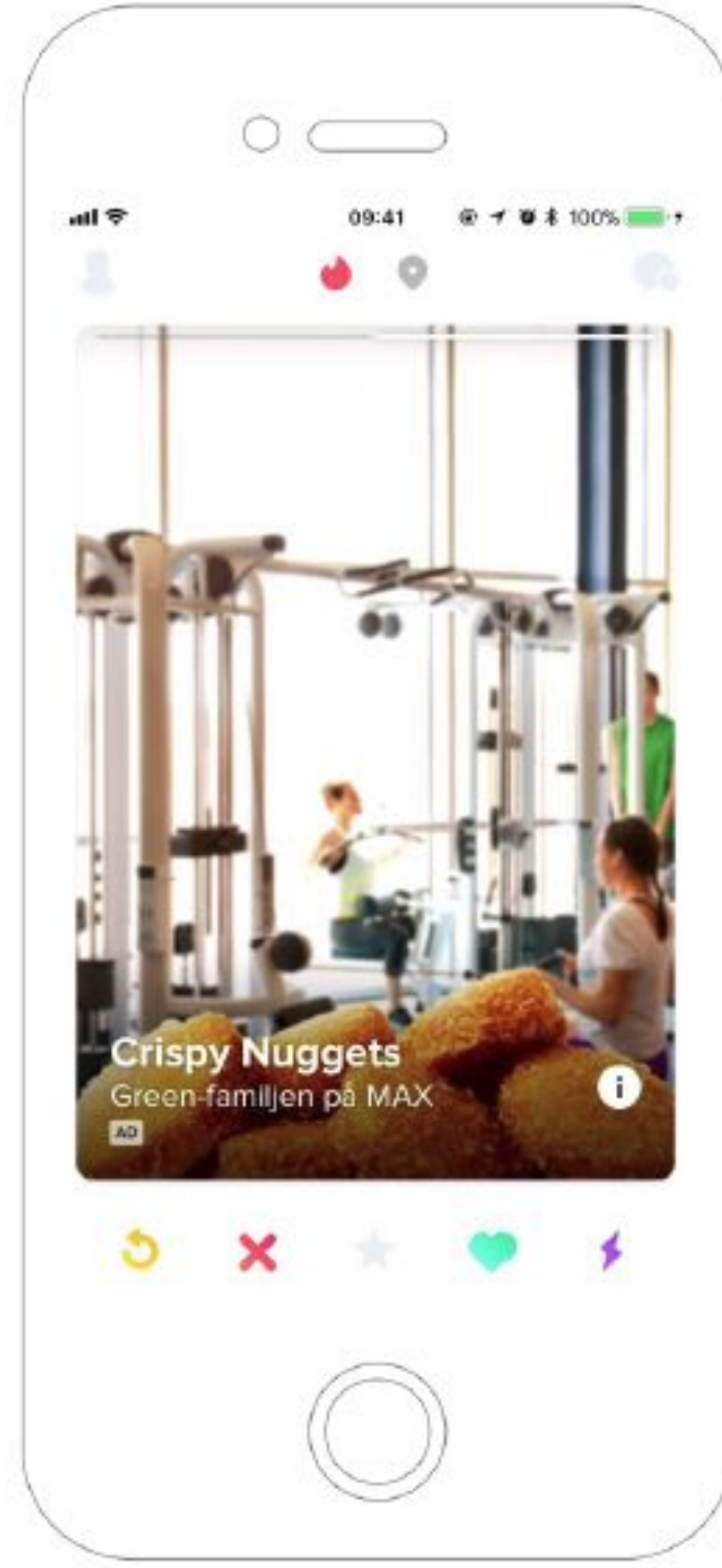
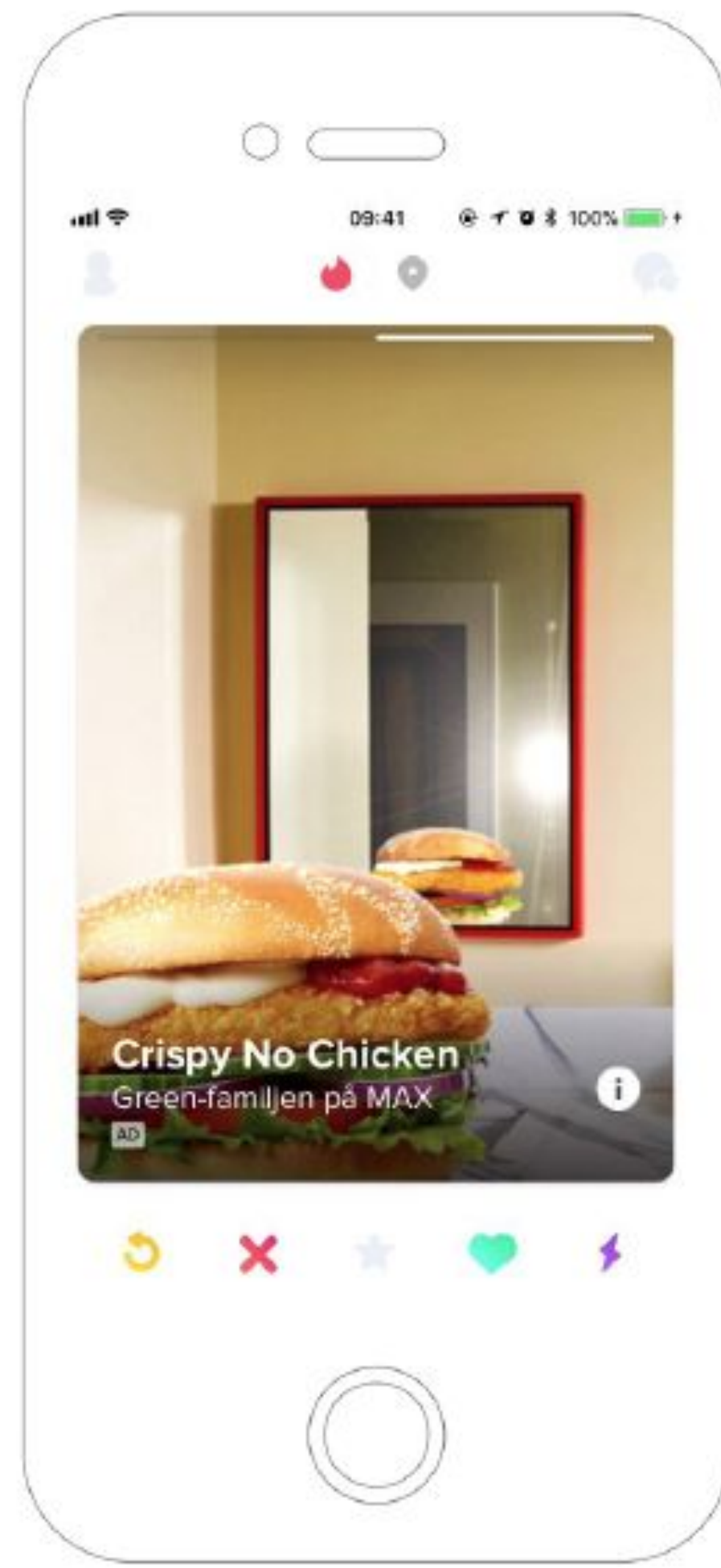
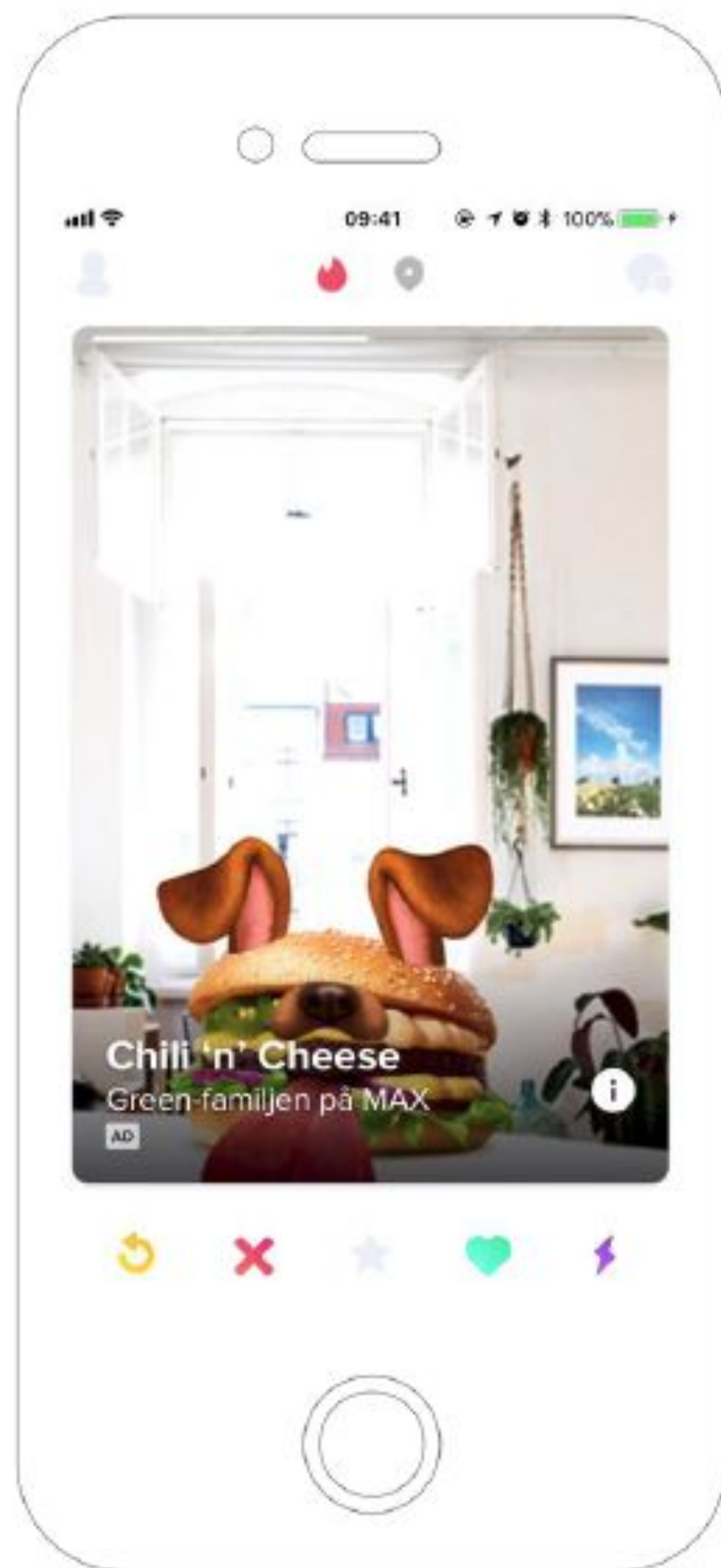


tinder x Max Burgers

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**MAX**<sup>®</sup> **50**  
Sveriges godaste burgare



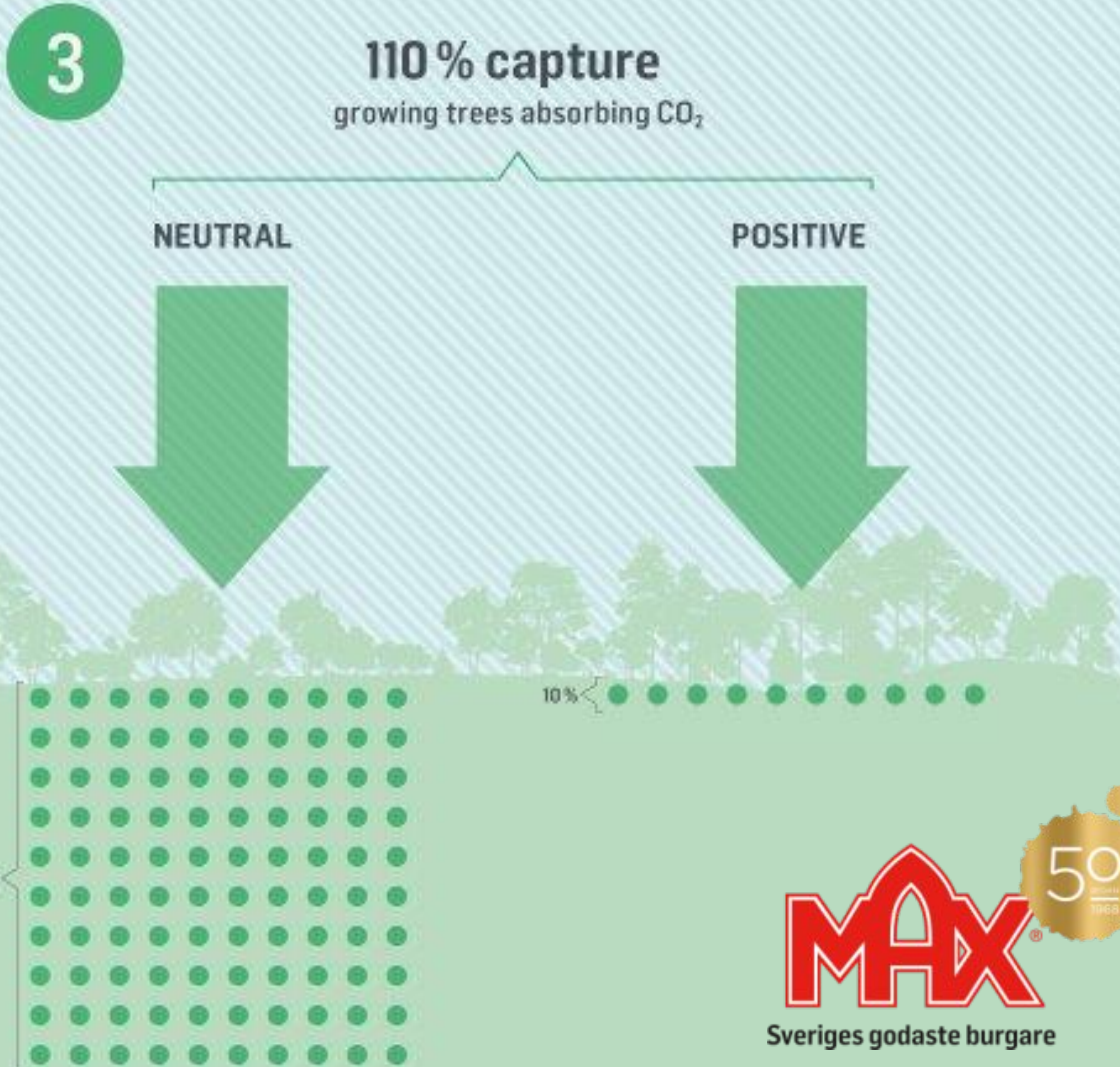
# How climate positive works:

1 + 2



100% emissions

3



Sveriges godaste burgare







Nu har vi gjort det svårare att välja grönt

GREEN

LYXSHAKE

Nu har vi gjort det svårare att välja grönt

GREEN

KAFFE-SUGEN?

KÖTT FRÅN SVERIGE

Vi har inte bara kött på menyn. Men det kött vi har är alltid färdigt och hälet från Sverige

Pommes är i regel 6-10 mm breda och 5 cm långa, och serveras oftast gratis!

Slipp köa vid kassan – beställ och betala dina favoriter här! Express finns även i mobilen. Ladda ner vår app så kan du beställa och betala din mat på väg hit.

EXPRESS

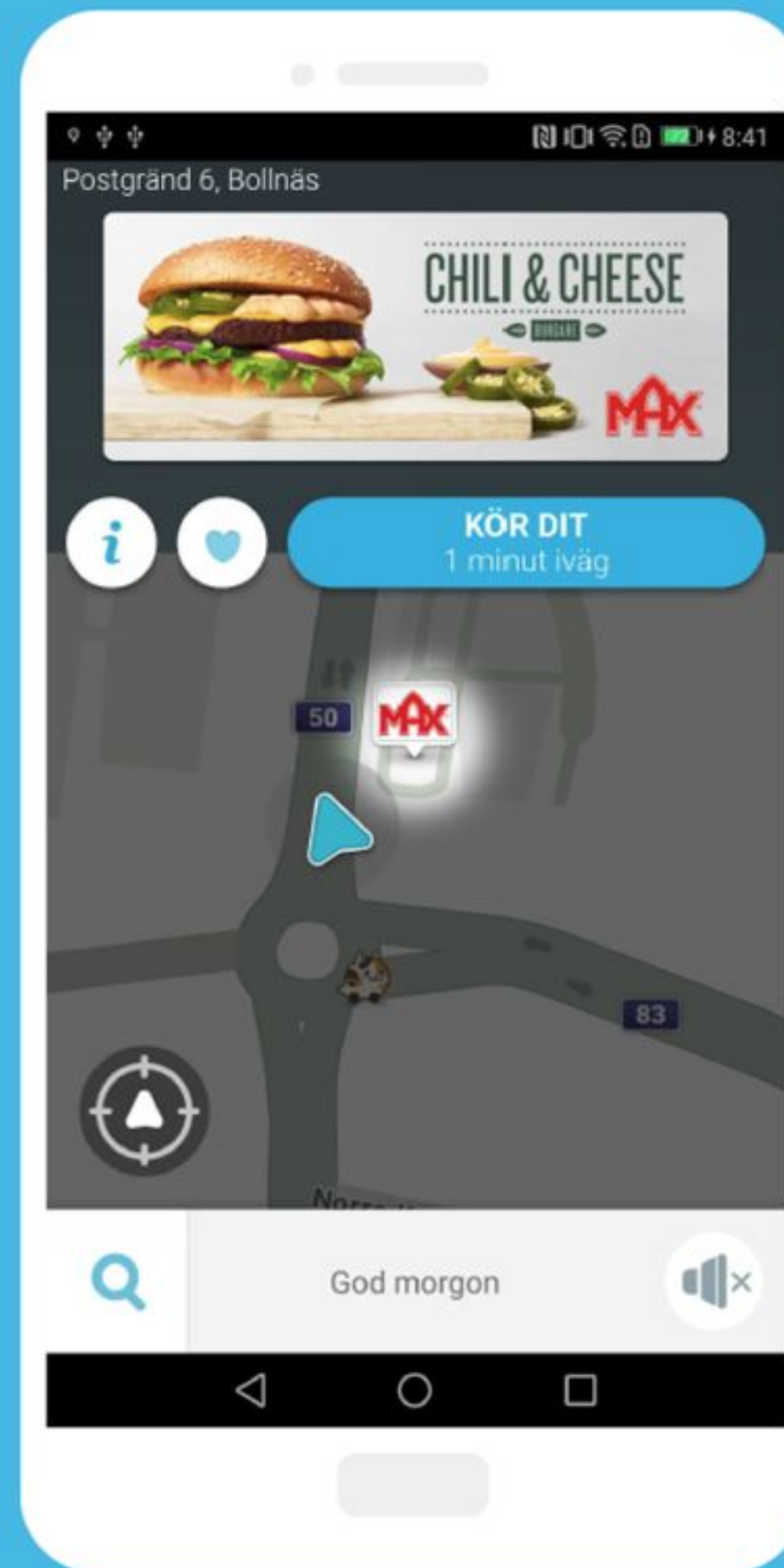


Sveriges godaste burgare

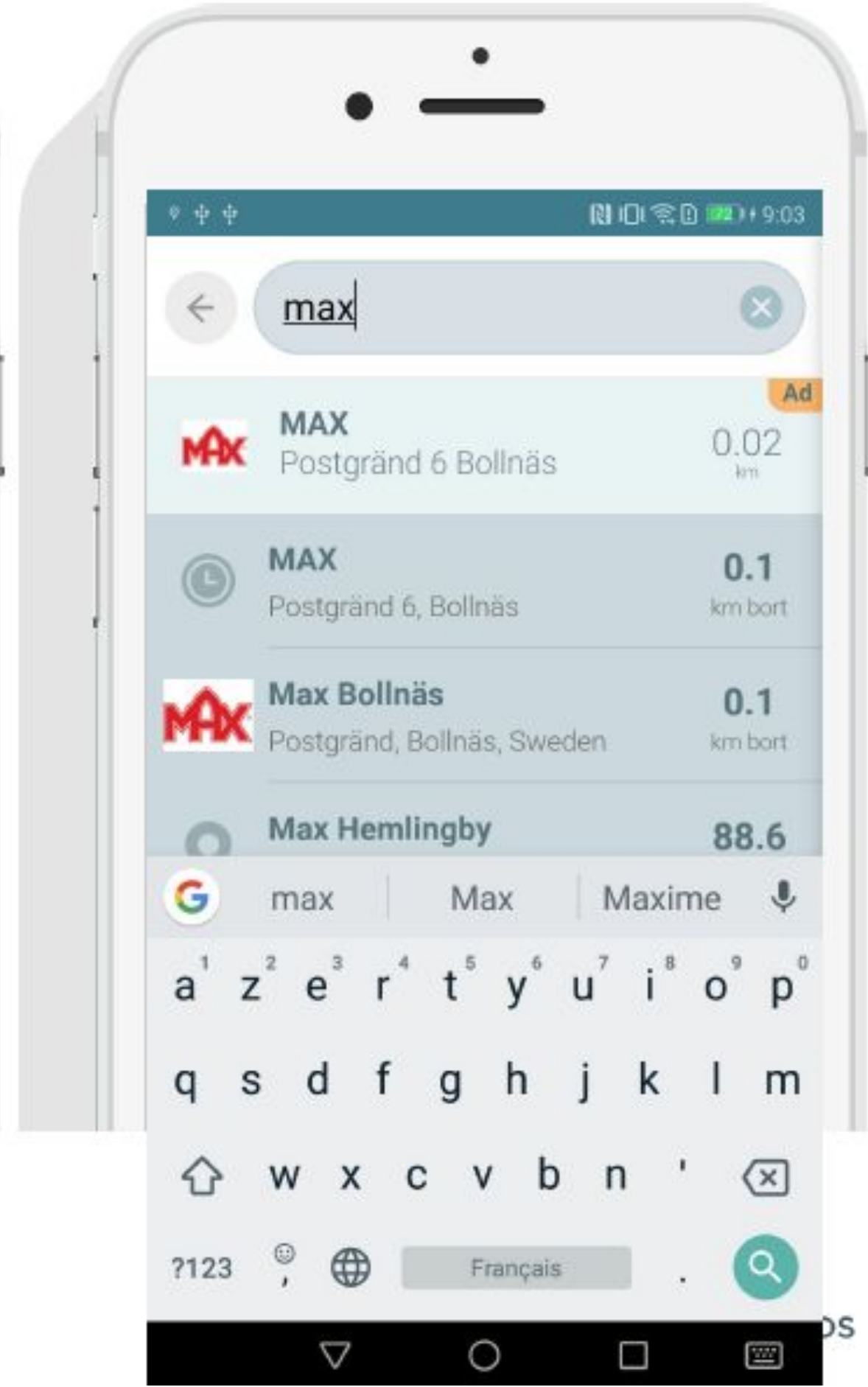
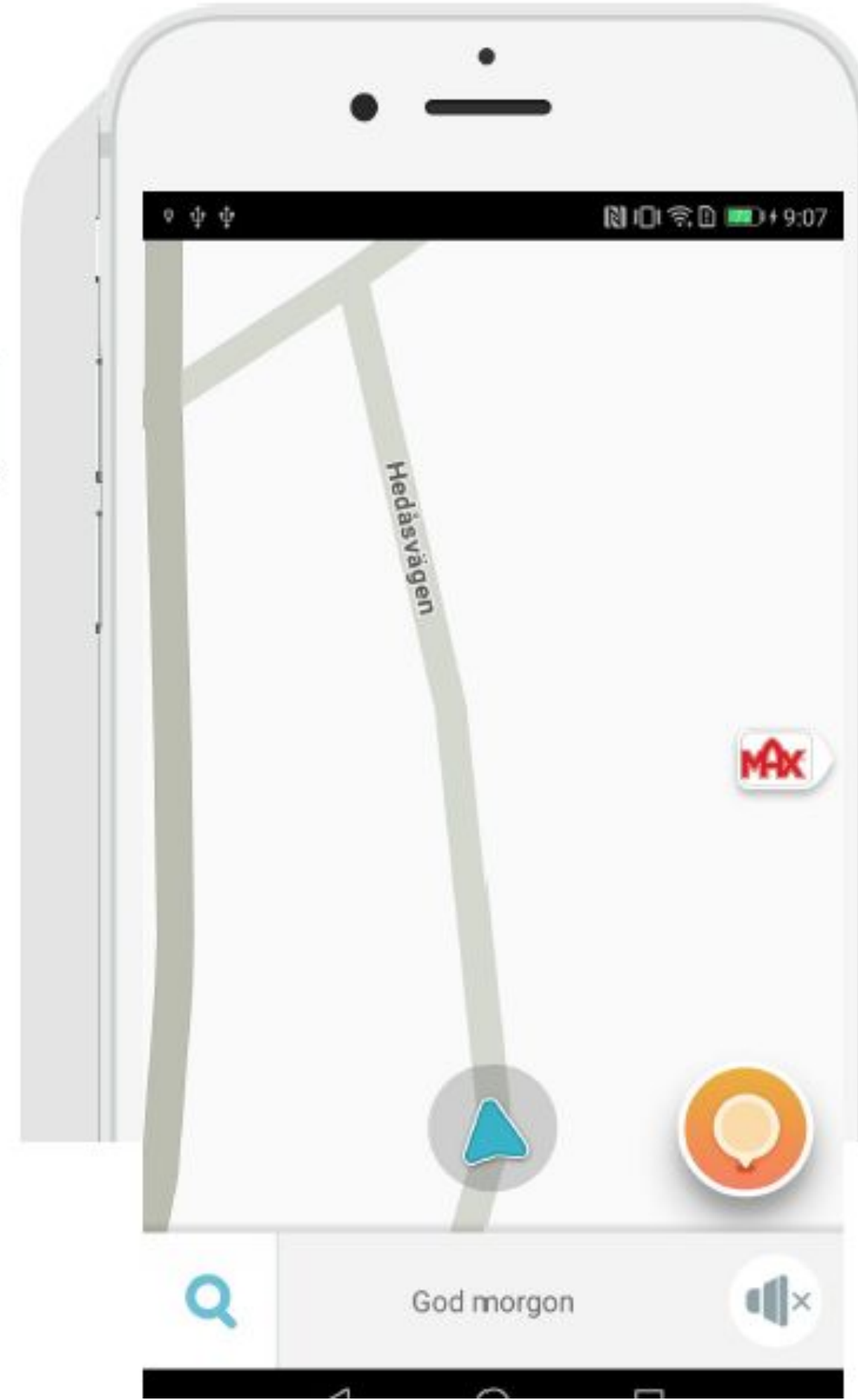
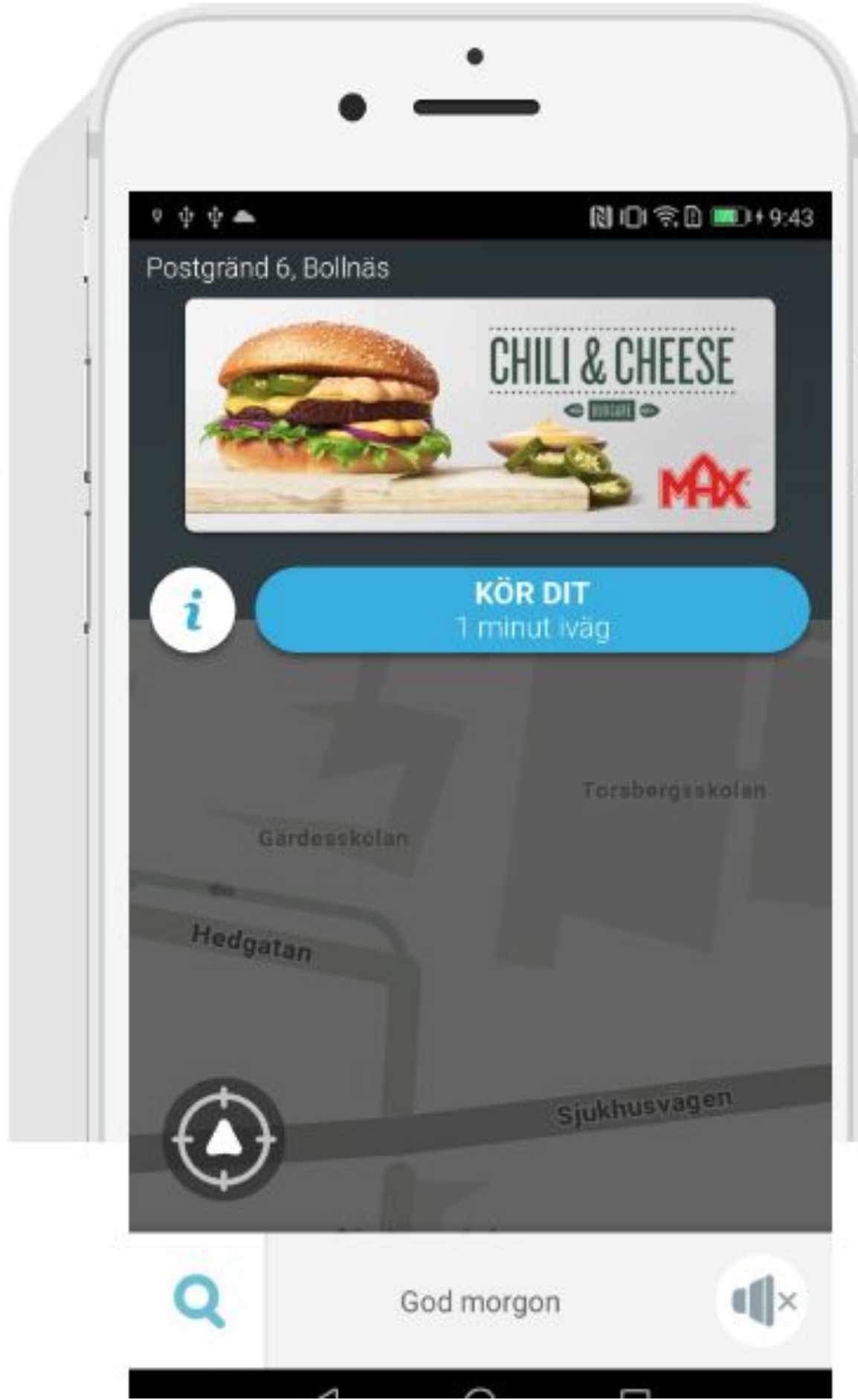




Max  
waze











Sort by Latest ▾ Filter by All ▾ Labels ▾ Archive All

**NEW** Comment Assign Archive

**Jack Shepherd**  
Haris Musić it's opening mate!!  
4 min. ago · 👍 0

no labels

**NEW** Reply Assign Archive

**Martin Franzon**  
Ja! Gör det så konstgjort som möjligt! Blir billigast så...  
13 min. ago · 👍 0

no labels

**NEW** Comment Assign Archive

**Mikael Eriksson**  
Provad dem båda, och de var riktigt goda men måste nog säga att föregående burgare - spicy chicken - var ännu godare. Älskar den!  
20 min. ago · 👍 0

no labels

**f** Facebook thread Assign thread Archive thread

**MAX** Max  
Glädjande nyheter!  
Mysteriet med den försvunna Max-restaurangen i Växjö kan få en lösning  
En skylt som skvallrar om en ny Max-restaurang i Växjö har gått kat invånarna i årtal. Nu har skylten plockats ner, men vad händer med bugarhaket?

5 hours ago · Like · 👍 15 reactions · 💬 9

**Insights**

- Martin Krüger** Pontus Hildingsson  
5 hours ago · Like · 👍 1 · Reply · Message NEW
- Joakim Franzén** Robert Gustafson  
4 hours ago · Like · 👍 0 · Reply · Message NEW
- Emilia Abrahamsson** Mia Bengtsson  
4 hours ago · Like · 👍 0 · Reply · Message NEW





2.6 K

MEDIA EXPOSURE



33 M

REACH



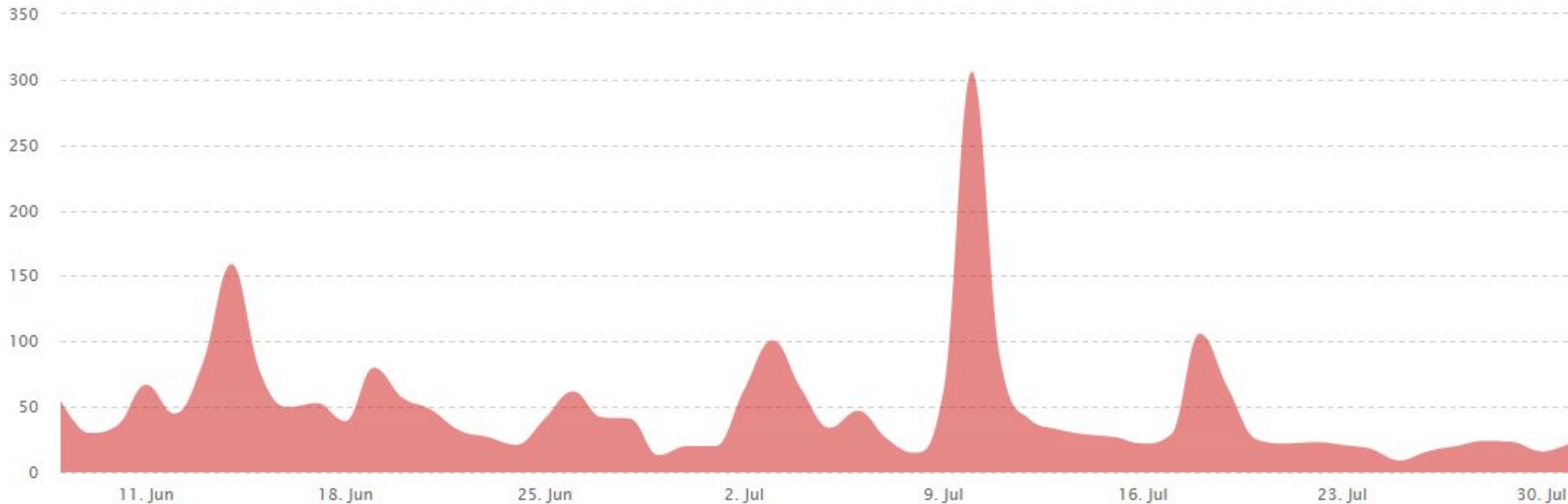
50 K

ENGAGEMENT

😊 723 ☹️ 316

SENTIMENT

### Media exposure over time



🔍 Max - Varumärke



## Foodhack: Veganer har skapat en egen meny på Max

Utbudet av vegansk mat är ganska skralt på snabbmatkedjornas menyer, och då gäller det att vara påhittig för att få variation. Nu har en inofficiell Max-meny blivit väldigt populär – efter ett tips i en Facebookgrupp.



Sofia Börjesson



**MAX**

Sveriges godaste burgare

50  
ÅR  
1968



Are you an Everywhere Brand?

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