

The State of Local

What every local business needs to know
in a digitally powered world

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Next 30 Days

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Next 60 Days

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Next 90 Days

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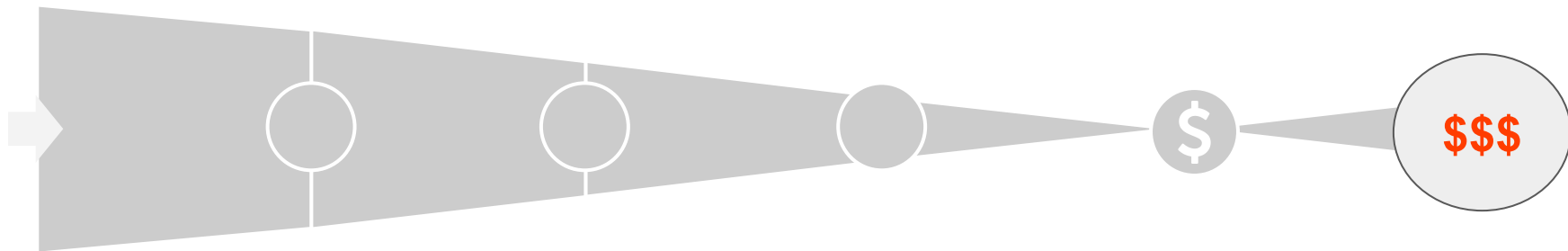


Exactly how
has marketing
changed?





Customer Journey



Repeat Business

Channels impacting your Customer's Journey



Stimulus

Social / search advertising
Email / text marketing
Loyalty programs
YouTube / Video ads
 Television
 Billboard
 Online display advertising
 Newspaper / Magazine
 Radio
 Word of mouth

Search

Organic Search
PPC
Maps
Directories
Apps
"Near me"
GPS

Research

Blogs & Articles
Reviews
Social Media
 Word of mouth

Purchase

Website
Online booking
Purchase via app
 In-store purchase

 Salesperson
 Marketing Materials

Experience

Post-purchase expectations vs. reality
Social Post
Write a Review
Blog
 Word of mouth

Marketing for the competition

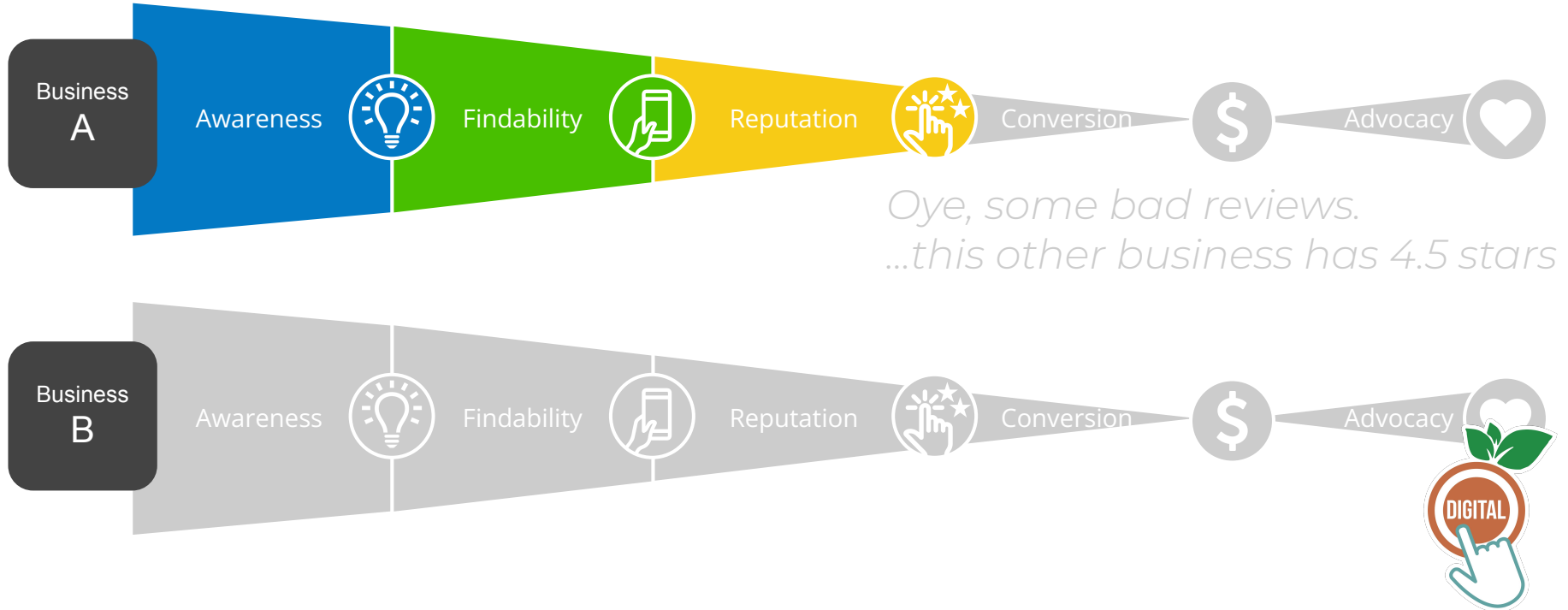
Stimulus

Search

Research

Purchase

Experience



Recommended Strategies



START YOUR DIGITAL MARKETING JOURNEY



Fully manage your digital marketing strategies with DIY tools.



Control the accuracy of your business listings across Google with Google My Business verification.



Save time and improve performance with our fully managed services, including social posting and digital advertising.

78% of location-based mobile searches result in an **offline purchase.**

Local searches lead **50%** of mobile users to visit businesses **within 1 day.**

Competitive

- ✓ Managed Reputation Listing Sync Pro
- ✓ 4 weekly social posts on the platforms of your choice. Choose from Facebook, Instagram, LinkedIn, Twitter, and Google My Business.
- ✓ GMB Claim & Verification with on-going optimizations and 1 monthly GMB post.
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting



BOOST YOUR CUSTOMER CONVERSIONS



Drive awareness to give your business more exposure in your local area.



Capitalize on your in-market audience that is actively searching for your services.



Engage prospects where they spend their time across all available channels.

65% of all clicks made by users who intend to make a purchase go to **paid ads**.

49% of people said they click on text ads, **31%** click on shopping, and **16%** click on video.

Competitive

- ✓ Basic Ads + Digital Display Ads Basic 375
- ✓ Basic Ads + Digital Search Ads Basic 375
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting



GAIN THE **INTEGRATED** **ADVANTAGE**



Drive awareness to give your business more exposure in your local area.

82% of mobile shoppers conduct 'near me' searches.



Capitalize on your in-market audience that is actively searching for your services.

Two-thirds of consumers can recall a specific brand they have seen advertised on mobile in the last week.



Engage prospects where they spend their time across all available channels.

Competitive

- ✓ Precise Digital Ads Service using one budget & delivering multiple channels leveraging GPS, Retargeting, Proximity, User Persona Audiences. Based on online and offline actions.
- ✓ Fully managed SEO program 30 Hours Monthly with Email Marketing Campaign & Monthly Strategy Call
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting



REINFORCE YOUR **ONLINE** **PRESENCE**



Drive awareness to give your business more exposure in your local area.



Capitalize on your in-market audience that is actively searching for your services.



Engage prospects where they spend their time across all available channels.

86% of consumers rely on the internet to find a **local business**.

97% of search engine users searched online to find a **local business**.

Competitive

- ✓ Google My Business Posts: 10x Month Managed Google Search Results
- ✓ Listing Sync Pro
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting



MONITOR & MANAGE YOUR **ONLINE** **REPUTATION**



Stay on top of the online activity affecting your business reputation.



Generate more revenue by influencing the consumer decision process.



Engage prospects in conversation through professionally managed services.

86% of consumers read reviews for **local businesses**.

Consumers read an average of **10 online reviews** before feeling able to trust a local business.

Competitive

- ✓ Professionally Managed review responses
- ✓ Professionally Managed review requests
- ✓ Supercharged 2x review scanning widget to display reviews from trusted sources on your website
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting



MASTER THE WEBSITE ESSENTIALS



Custom-built websites,
designed to perform.



Website
maintenance and
management.



Mobile and
performance optimized
features.

Mobile websites that load in **5 seconds or less** will end in a viewing session that's **70% longer** than their slower counterparts.

61% of mobile searchers are more likely to contact a local business if they have a **mobile-friendly site.**

Competitive

- ✓ Additional pages focused on your specific products or services which is better for SEO. Also includes ecommerce functionality up to 25 product skus
- ✓ Professionally designed mobile first (5 Page) website. Includes website maintenance and management hosted on a secure cloud
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting



GET FOUND WITH **SEO & SEM** INSTANTLY



Target people who are actively looking for your products and services.



Set your goals and have our professionals optimize your performance.



Gain full visibility and insights through your conversion dashboard.

Organic SEO is about **5.66 times** better than paid search ads.

63% of people said they'd click on a Google ad.

Competitive

- ✓ Digital Search Advertising 375 to drive traffic from the top of Google
- ✓ Fully managed SEO Program 10 Hours Monthly
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

