

The State of Local

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

Fernando Vargas

Florida Digital Center

(954) 408-3051

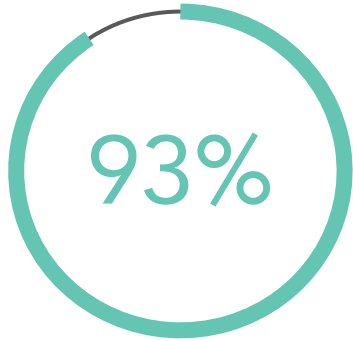
Fernando@floridadigitalcenter.com



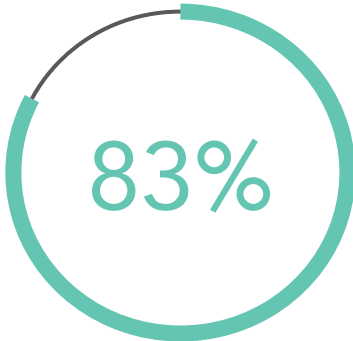
What are your
business goals?



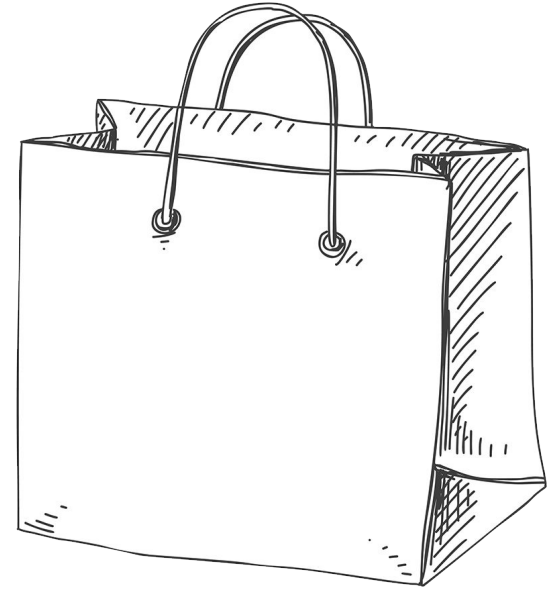
Buying decisions are made online



Shoppers say they've used online resources

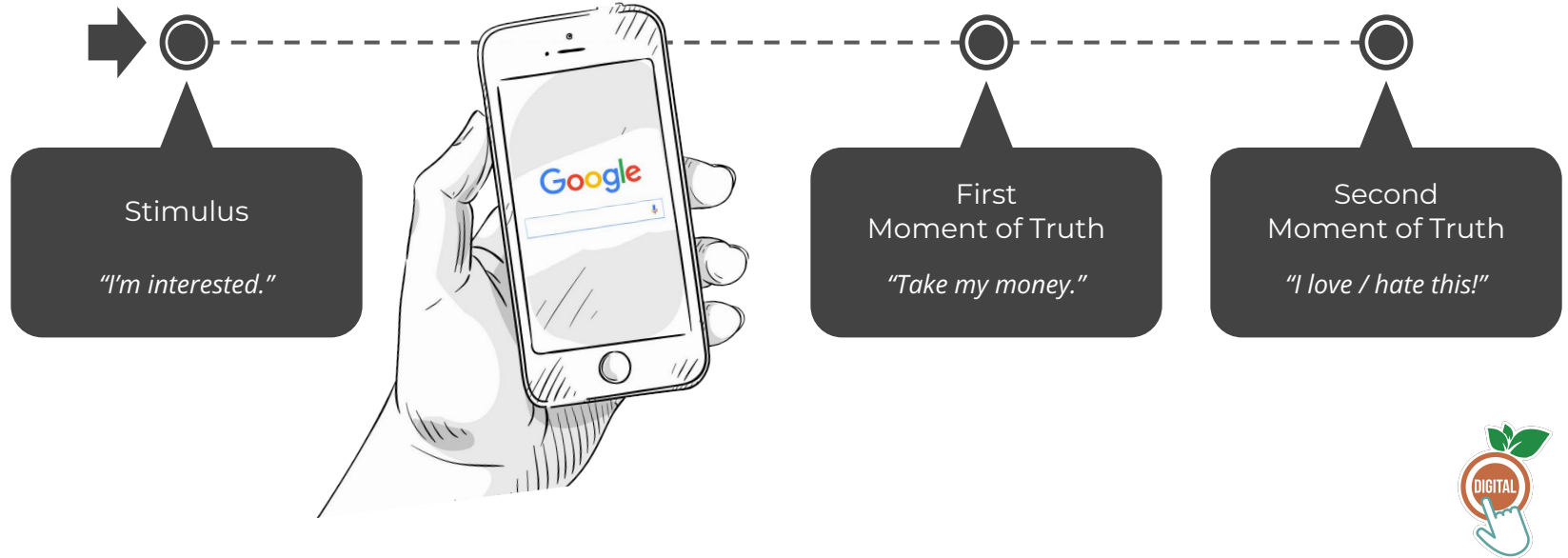


Shoppers who visited a store and used online search before going in

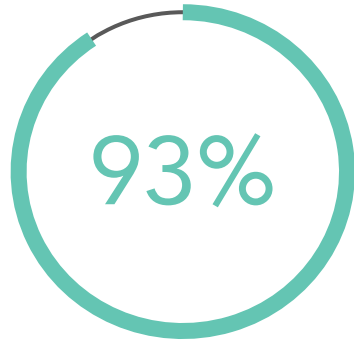




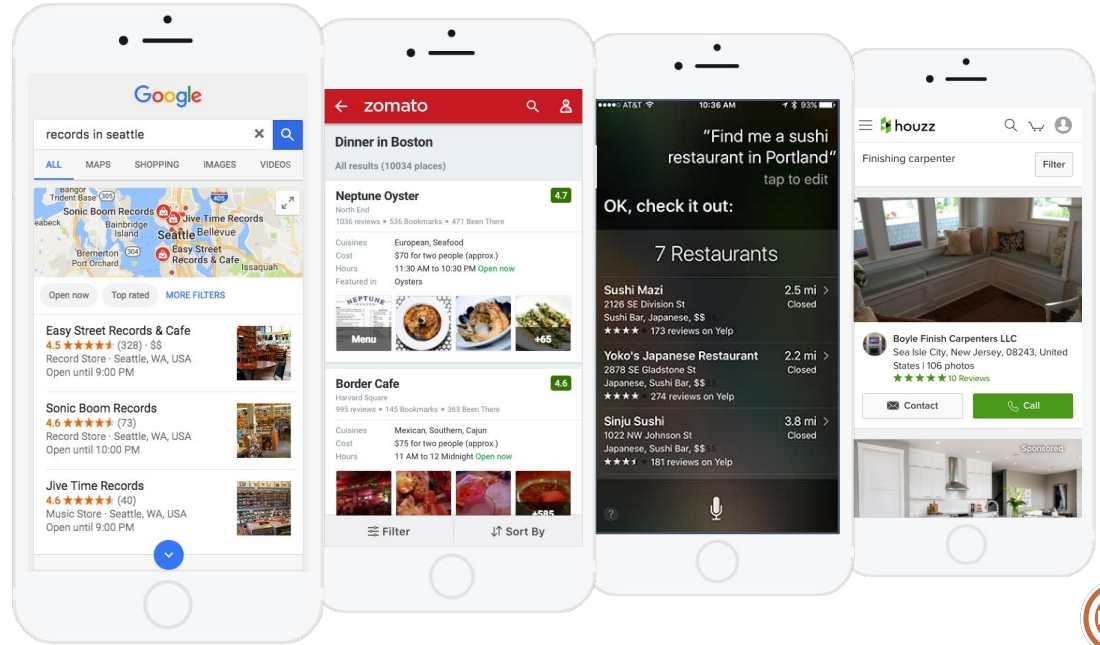
Customer behavior has changed



Do you stand out where people are making decisions?



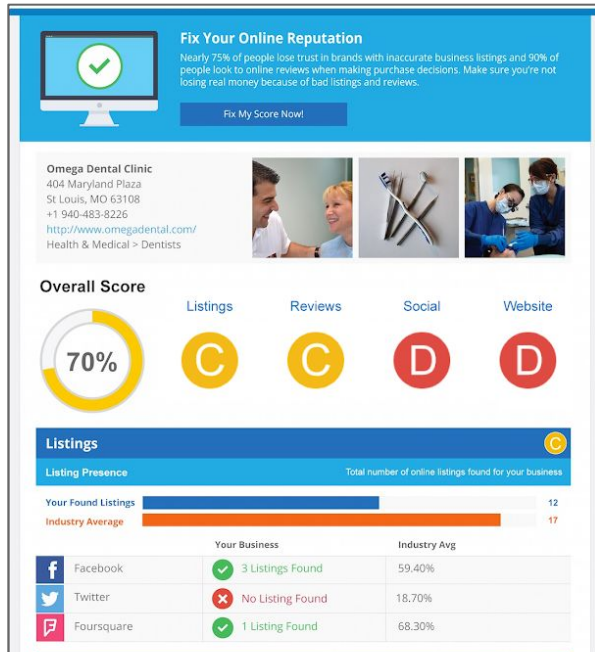
Shoppers say they've used online resources



It's important to win
in each stage.



How are you performing?



1

Conversion 

2

Search Presence 

3

Awareness 



Recommended Strategies



START YOUR DIGITAL MARKETING JOURNEY



Fully manage your digital marketing strategies with DIY tools.

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



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

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



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

Advantage

- ✓ SEO 10 Hours
- ✓ Google Ads campaign
- ✓ Managed review responses & Listing Sync Pro
- ✓ 6 weekly social posts on the platforms of your choice
- ✓ 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



OPTIMIZE YOUR **SOCIAL** COMMUNITY



Leverage your existing efforts to build your brand and drive better results.



Target your audience with precision using built-in customer insights.



Turn social media into a revenue-generating machine for your business.

97% of marketers are using **social media** to reach their audiences.

86% of consumers prefer an authentic and honest brand personality on **social networks**.

Advantage

- ✓ 4 weekly posts on the platforms of your choice. Choose from Facebook, Instagram, LinkedIn, Twitter, or GMB.
- ✓ A monthly budget of \$30 for Facebook post boosting.
- ✓ A monthly blog post created by our dedicated team of writers.
- ✓ 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.

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



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

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



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

Advantage

- ✓ Precise Digital Ads Service using one budget & delivering retargeting, Proximity, User Persona Audiences. Based on online and offline actions.
- ✓ Local Ads (enhanced features) Display
- ✓ Basic Ads + Digital Search ADs Basic 375
- ✓ 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**.

Advantage

- ✓ Fully managed SEO program 10 hours monthly
- ✓ Google My Business Posts: 10x Month
Managed Google Search Ads
- ✓ 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.

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



Generate more revenue by influencing the consumer decision process.

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



Engage prospects in conversation through professionally managed services.

Advantage

- ✓ Monthly Blog Post + Email Campaign Management + 1 Monthly Email Campaign Creation + Story Tap User Generate Video + Reviews Starter
- ✓ 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.**

Advantage

- ✓ Conversion Optimisation Tools- Form Builder Appointment scheduling and live chat. Digital Search Advertising 375 to drive traffic
- ✓ Additional 5 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





Fernando Vargas
Florida Digital Center
(954) 408-3051

Fernando@floridadigitalcenter.com