



LOCAL BUZZ

Did you know that optimization of local listings can help you get found by your potential customers faster?



Local Buzz



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Get found by customers today!

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What is Local Buzz?

Local Buzz is the optimization of local listings and maps on search engines and major sites such as Google My Business, Yelp, Bing Local, Facebook Places, and many others.

A fully optimized local online presence gives you an edge over your competition.





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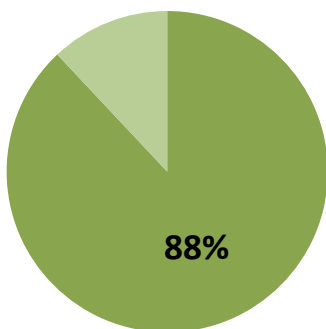
Local Buzz is Good for Your Business

Your Potential Customers Conduct Local Searches on Search Engines

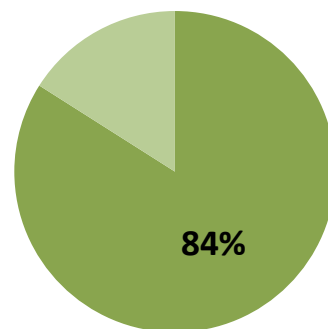
Four in five consumers conduct local searches on search engines.



They search using:



Eighty-eight percent use a smartphone.



Eighty-four percent use a computer or tablet.



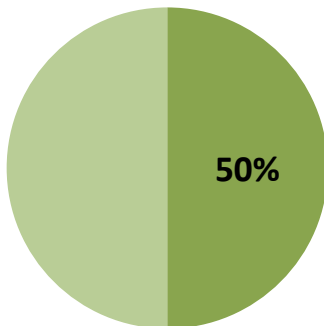
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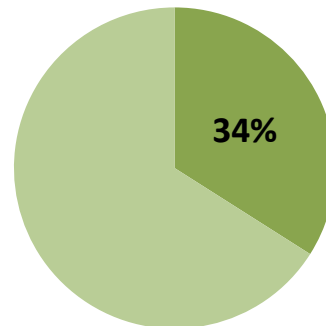
Your Potential Customers Act Quickly after a Local Search



Store Visits within a Day



Fifty percent of consumers on a smartphone visit a store within a day of their local search.



Thirty-four percent of consumers on a computer or tablet visit a store within a day of their local search.

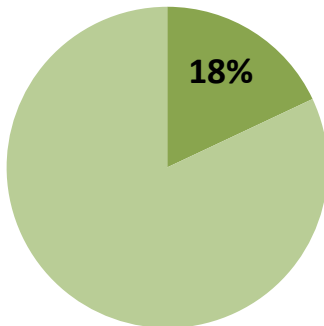
- Google



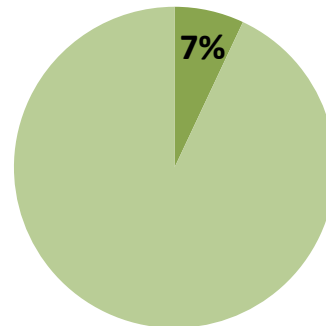
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Local Mobile Searches Lead to Purchases within a Day



Eighteen percent of local smartphone searches led to purchases within a day.



Only **seven percent** of non-local smartphone searches resulted in purchases within a day.

- Google

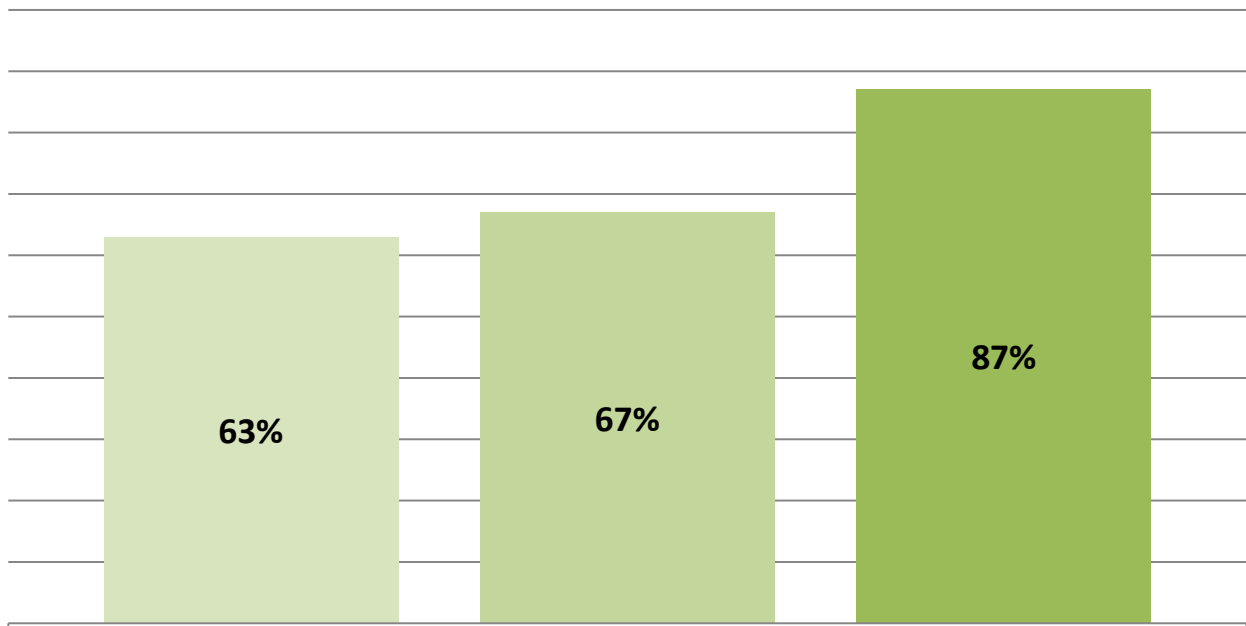




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Local Search and Mobile



Sixty-three percent of searchers use multiple devices to find local businesses.

Sixty-seven percent of users say mobile friendly websites make them more likely to buy a product or use a service.

Eighty-seven percent of smartphone and tablet owners use a mobile device for shopping activities.

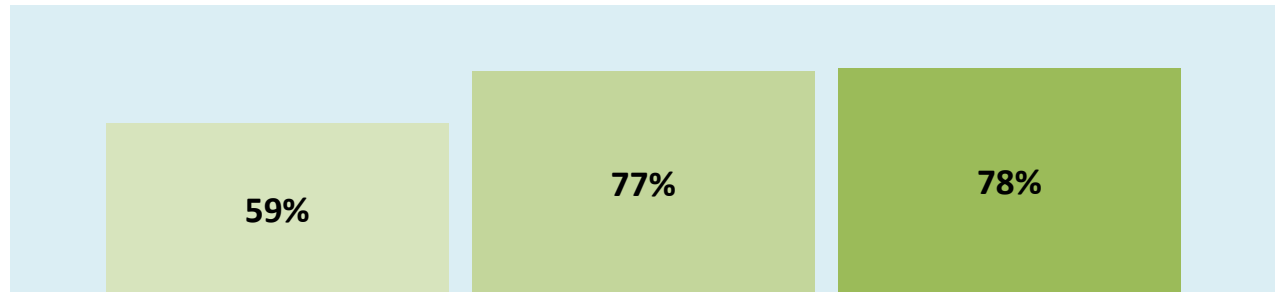
- Dimensional Research, comScore, Neustar, Nielsen, Google, Sterling Research, SmithGeiger



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Local Buzz Means Money for Your Business



Fifty-nine percent of PC searches resulted in a purchase.

Seventy-seven percent of tablet searches resulted in a purchase.

Seventy-eight percent of mobile phone searches led to a purchase.

- 15miles/Neustar Localeze Local Search Study by comScore

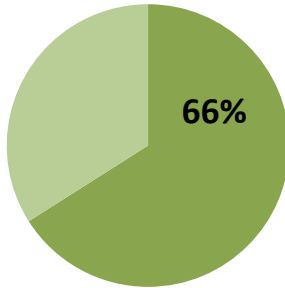




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What Are Your Competitors Doing?



Sixty-six percent of small businesses are maintaining or increasing spend on digital marketing.

- AT&T Small Business Technology Poll 2013



Local businesses rank Local Search highest for time spent and return on investment

- Bright Local

On Yelp, over 2.8 million businesses have claimed their local listings



People and businesses are increasingly looking at local listings for shopping, dining, services, vendors and more. For these reasons, your competition has realized that appearing in local search results can help customers find them.



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The Future

Consumers will drive global location-based search and advertising Market to grow at a CAGR of 45.95% during the period 2016-2020.

- *TechNavio*

Local Search & Discovery apps will generate revenues of \$12.2 billion annually in 2020, up from an estimated \$3.4 billion in 2016.

- *Juniper Research*





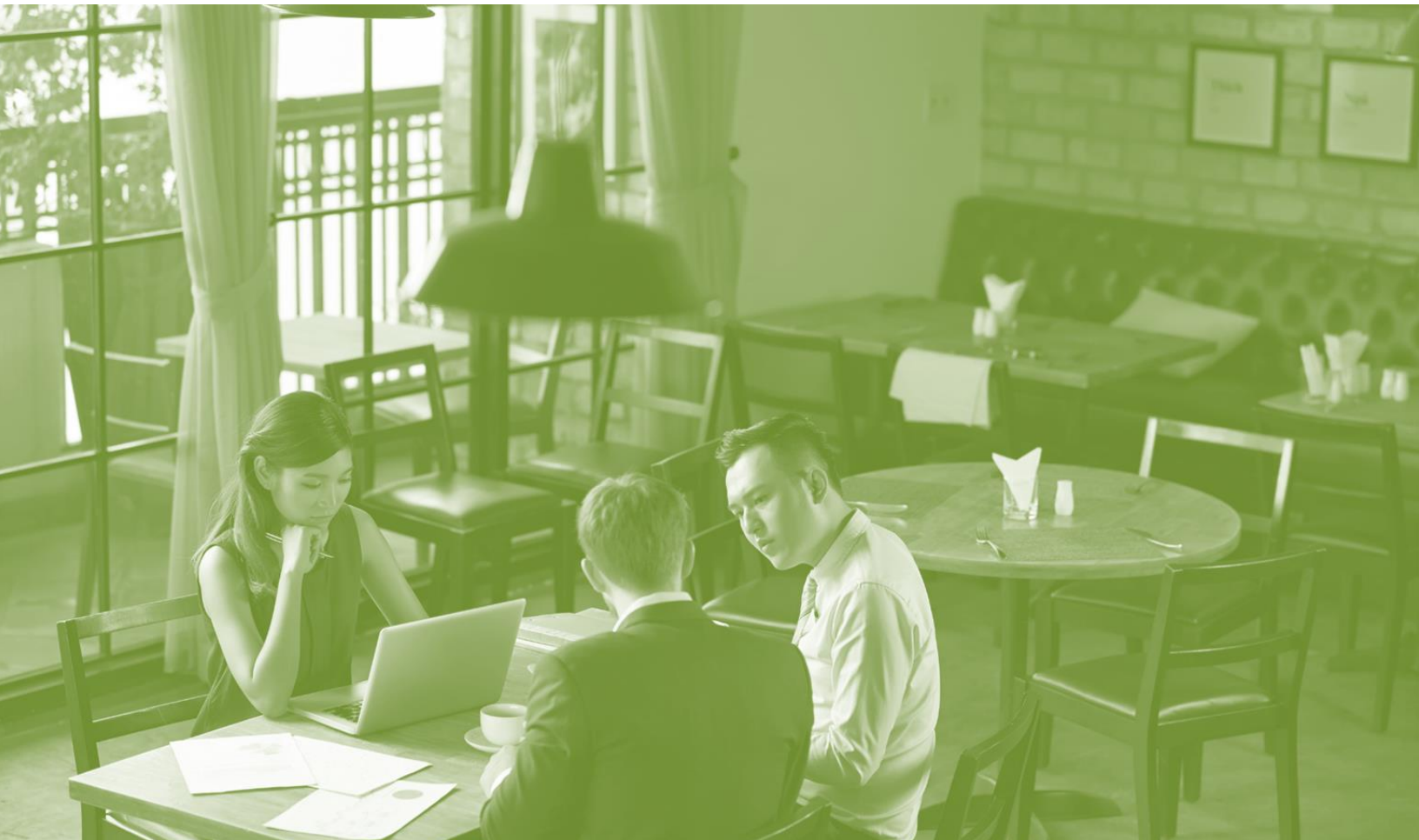
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Why Choose Us?

Choosing us as your service provider places you in a better position right in front of this fast-growing source of traffic, and customers, for your business. You do not need to learn the secrets to conducting highly targeted local buzz optimization, nor do you need to hire and train a team which can be expensive and time-consuming.

Why waste time and energy when you can remain focused on your core business? All you have to do is to let us handle your local marketing, while you manage the leads and customers coming in.





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In-depth Consultation

We believe that understanding our customer's needs and objectives is crucial to providing superior services, and so we take the time to get to know you, your business, your target market, and your competitors. Finally, we factor in your location and geographical targets into our Local Buzz services and then recommend the most suitable solution for you.

We follow a cycle beginning with an in-depth consultation with you to identify your needs to establish the best strategy and implement the most appropriate solutions for you. We then measure and analyze the results and listen to your feedback so we can apply continuous improvements to your campaign — making your Local Buzz marketing successful.





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Your Local Presence Report

The Local Presence Report will show your local scores based on your presence or the lack of it on primary listings such as Google My Business, Bing Local, and Yelp. As well as on the main directories and other metrics as well. This will tell us what needs to be done to boost your local presence.

All in all, you get the following:

- Local Score on Major Local Listings
- Local Score on Major Directories
- Competition Citation Comparison
- Competition Location





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What is the Next Step?

Employ our services and get the following:

- ✓ **Access to Local Marketing Expertise:** Benefit from strategies and tactics based on best practices, market data and trends, and advances in technology.
- ✓ **In-depth Consultation:** Let's discuss how we can tailor-fit your campaign to suit your marketing goals.
- ✓ **Expanded Network:** Join the league of businesses that are highly visible on local business listings. Expanded visibility brings opportunities to growing your connections and getting more referral business.
- ✓ **Competitive Advantage:** Let the wheels turn now to beat your competition and get more sales and revenues from increased traffic.

Let your potential customers find you, right here, right now!

Email or call us today to schedule an appointment.