

Being found is being rich.

A GUIDE TO ONLINE MARKETING

Gain control over your online advertising dollars

Presented by :

411 LOCALS

The online marketing agency
preferred by small business
owners from all over the US.

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INTRODUCTION

Who we are, and what we do



WELCOME!

We, at 411 Locals, are happy to be your guide into the world of online marketing.

We provide small and mid-size business owners with diverse, affordable, and effective marketing services. We achieve this by offering individualized, out-of-the-box solutions, “white hat” optimization, web design, and content from online business consultants who are experts in their field.

With over 30,000 client listings, we will continue to passionately and strategically help potential buyers find our customers online.

Our goal is to provide our customers with high quality services and help them grow their business, using the latest and most innovative SEO and marketing techniques.



THE BASIC PACKAGE

This is what you get with our Basic Package



Business Listing

Local SEO

Get your business listing on the first page of Google in three months or less.



Free Website

Organic SEO

Get a free, mobile friendly website dedicated to your company and optimized for search engines.



Social Networks

Social Presence

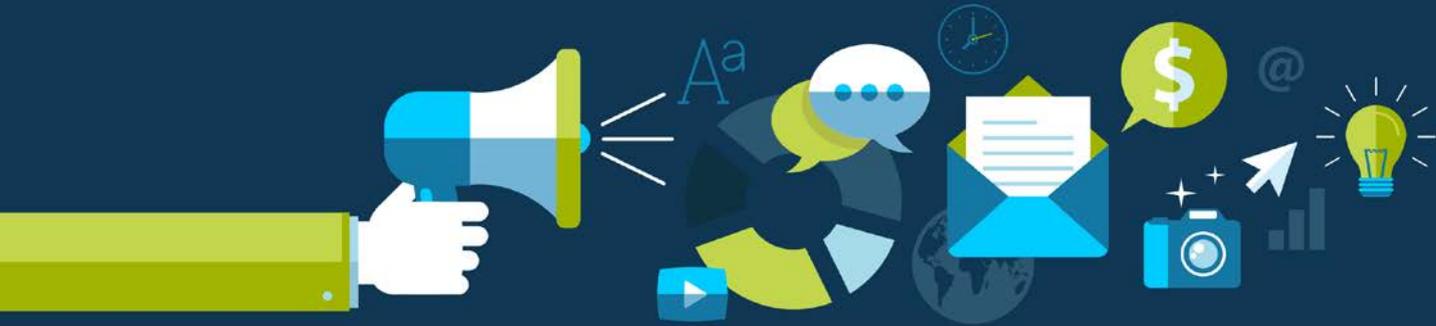
Get your business profiles in the most popular social networks - Facebook and Twitter.



Online Presence

Data Distribution

Get your business information distributed in the most prominent business directories. Become easier to find.



ONLINE MARKETING

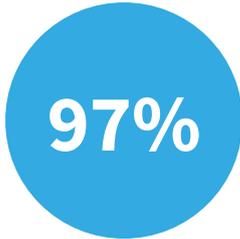
Introduction

Online marketing, also referred to as Internet or Digital marketing, is a form of marketing through which businesses use the Internet to deliver their marketing messages to potential buyers. The term Online Marketing can be broken down into more specialized areas such as email marketing, search engine marketing, social media marketing, display and mobile advertising.

We, at 411 Locals, feel truly fortunate that so many business owners have been entrusting us to untangle that web of online marketing confusion for almost a decade. In the chapters to follow, you will find out more about the methods we employ to improve the online presence of over 30,000 business owners like yourself.

SOME STATS

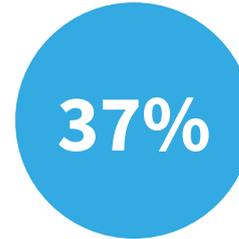
You should know that ...



97% of consumers search online for local goods and services.¹



4 out of 5 consumers use search engines to find local information nearby.²



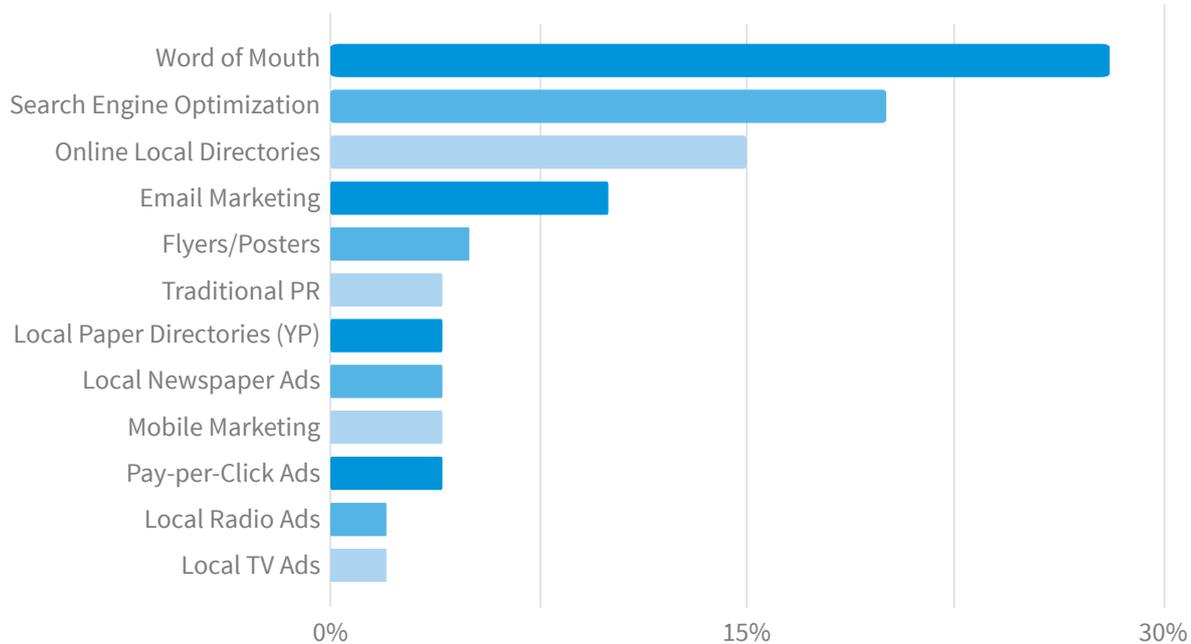
37% of businesses have claimed a local business listing on a search engine.³

¹ BIA/Kelsey, User View Wave VII, March 2010

² Ipsos MediaCT, Understanding Consumers' Local Search Behavior, May 2014

³ MarketingSherpa, 2012 Search Marketing Benchmark Report - SEO Edition, July 2011

Most Effective Channels at Bringing New Leads & Customers, According to SMB Owners⁴



⁴ BrightLocal, SMB Internet Marketing Survey 2014, Jan 2015

70% of smartphone users in the US have searched for local businesses on their devices. Of them: ⁵



70%
Connected with
the business



66%
Visited the
business



23%
Told others
about it



36%
Made a
purchase

MORE STATS

You should also know that...

- On average, 75% of small and mid-sized business owners say that Internet Marketing is effective.⁶
- 61% of mobile users are more likely to contact a local business with a mobile website.⁷
- 38% of mobile users have searched at least once a month for a local business.⁷

⁵ Google/Mobile Marketing Association (MMA), Our Mobile Planet, May 2012

⁶ BrightLocal, SMB Internet Marketing Survey 2014, Jan 2015

⁷ BrightLocal, Mobile Search Survey, May 2015

WHY YOU NEED ONLINE MARKETING

What is out there for you

By the end of 2015, more than 280 million Americans will have access to the Internet. Even though some business owners may still prefer conventional, offline marketing methods, online advertising has proven to deliver a greater return on investment for many SMBs in various industries.

Your Prospects Are There

97% of consumers search online for local goods and services. The Internet is an integral part of their daily lives.

Your Competitors Are There

More than half of SMBs in the US have a website and spend up to 46% of their marketing budget on digital marketing.

Are You There?

More than 140 billion local searches are expected in 2015, and you need to be present online in order to be found.



BENEFITS

Why is online marketing beneficial for you and your business

By developing an online marketing campaign to promote your services, you can significantly improve your consumer reach and establish a more personal relationship with potential customers at a far lower cost than you can with mass marketing.



Convenience

Internet enables you to be open for business around the clock, which is also convenient for customers. They can browse through your website at any time and contact you when they need you.



Cost

Online marketing is much cheaper than traditional SMB marketing tactics such as advertising in the Yellow Pages. You get a lower cost per lead and increase your Return on Investment (ROI).



Track Results

Tracking results from online marketing is very easy and more precise than ever. You can measure your Return on Investment periodically with our reports.



Personalization

By tracking the web pages and product information that prospects visit, you can make targeted offers that reflect their interests.



Relationships

Build relationships with customers and increase customer retention levels - email customers regularly with special, personalized offers to maintain the relationship or ask for feedback.

SEO TIMEFRAME

SEO results depend on the size of the city*



*Time periods displayed here are approximate. Google is an ever-changing environment, which requires constant adjustment and where concrete predictions are impossible.

KEYWORDS & OPTIMIZATION STAGES

Every optimization process goes through the following stages

Long-tail keywords are more specific keyword phrases, which usually contain 3 or more words and target a very specific audience.

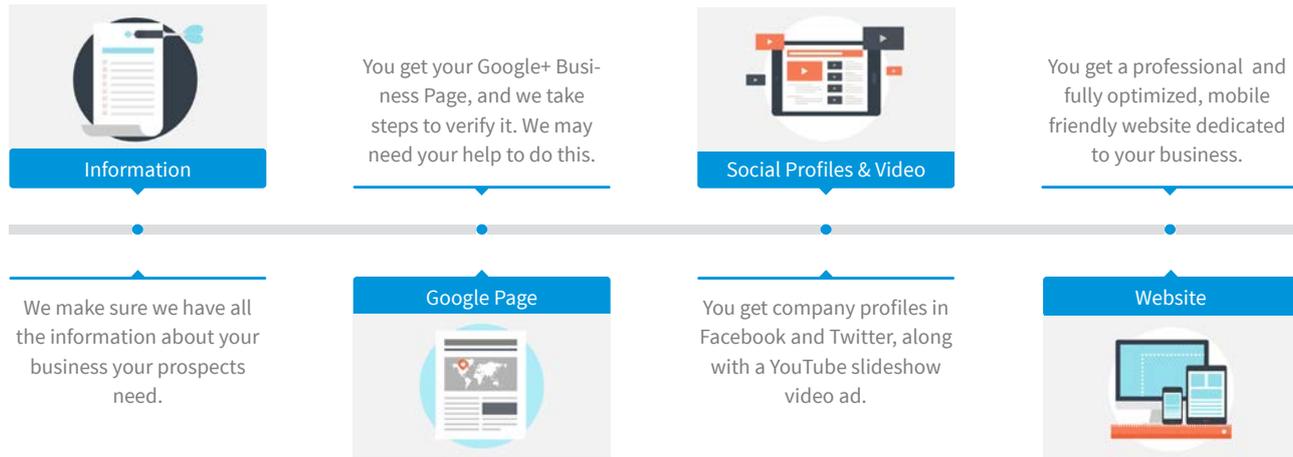
Mid-tail keywords are more generic and typically include 2 or 3 words. They target a broader audience.

Short-tail keywords are generic terms from the industry, usually consist of 1 or 2 words and target a much broader audience.



BASIC PACKAGE TIMELINE

What you should expect



SEO PROCESS

SEO is an ongoing process



YOUR PART

We can't do it without you, SEO is a mutual process



Information

We need you to provide us with detailed information about your business so we can form the most accurate representation of it. Tell us the story of your company, what services you offer, what areas you serve, contact information, photos and videos.



Verification

We may need your help when verifying your Google business page. Two options are available here - you will either have to answer a phone call from Google or receive a post card from them. Then provide us with the PIN code from the post card.



Opinion

Your opinion matters! We need to know your preferences regarding your new website - what colors to use, what content to publish. We want to make sure that you like what you see.

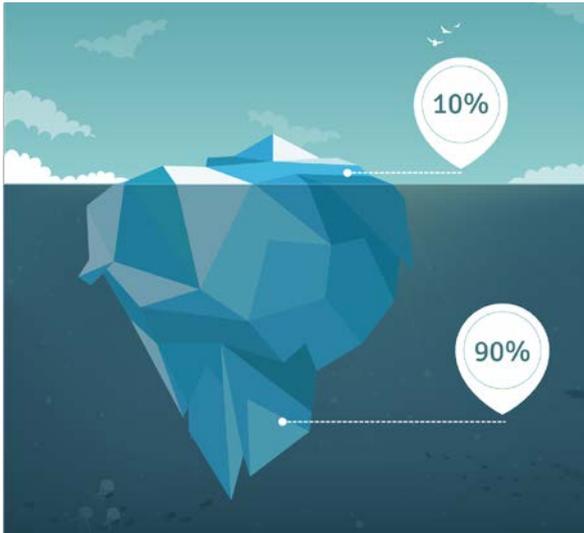


Competition

You know your industry well, and we would like to know about it too. Tell us about your competitors - what are their strengths and weaknesses, so we can take advantage and overcome them.

THE TIP OF THE ICEBERG

The Basic Package is only the first step of your business's online journey



Building your online presence is a complex process, rather than a one-time event. You can start with the Basic Package, but there's a lot more we can achieve together.

Being a certified Google Partner, we can set up a pay-per-click ad campaign to get you on the first page for more than those 5 initial search terms which will attract even more precisely targeted prospects.

Along with that, we can further optimize your free website to rank better independently.

Once you've conquered your main location, we can start working on your listings for other locations.

Meanwhile, we can make your brand more engaging and trustworthy by creating an animated video ad under your direction.

THE ROAD TO SUCCESS

Need to make more money?

Basic Package

Rank on 1st page for 5 keywords in your main location, plus social media profiles.

Step 1

Website Optimization

Boost your website's placement to rank for more keywords and locations.

Step 3

Pay-per-Click Ads

Be on the first page for a wider set of keywords, pay only for clicks on your ad.

Step 2

Branding
Get a professional animated video ad to enhance your brand's positions online.

Step 5

Step 4

Area Expansion

Expand your service area - rank for bigger and more lucrative locations.

ADDITIONAL SERVICES

How we can further improve your online presence

Area Domination

- ✓ If you want to rank outside your main location, this is the package for you.
- ✓ Just provide us with a list of the areas you want to conquer, and we'll make it happen.
- ✓ Allow us at least 3 months to get you on the first page for each location.

Pay-per-Click Ads

- ✓ We do thorough keyword research.
- ✓ You get a landing page, especially designed for you.
- ✓ Certified professionals manage your AdWords campaigns to deliver the highest ROI.

Animated Video Ads

- ✓ Tell us what scenario you prefer, if not, we will offer you some fresh ideas.
- ✓ Turn your ideas into a first-class narrated and animated video ad.
- ✓ Once approved by you, the video will be published in your social media profiles and website.

A/B TESTING EXPLAINED

All you need to do is provide us with two special offers for your products and/or services

1

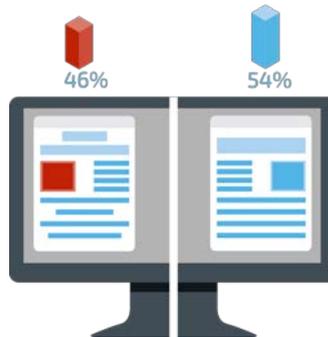
Publish Offer A

We publish Offer A on your website for a month and measure its success.

Compare Results

We compare the results from both offers and see which one performed better.

3



2

Publish Offer B

We publish Offer B on your website for a month and measure its success.

Keep The Better One

We keep the more effective one on your website to ensure you get the most out of it.

4

HOW IT WORKS

This is how we perform our A/B tests



Your customers see Offer A for 1 month



23%
conversion



Your customers see Offer B for 1 month



16%
conversion

ONLINE MARKETING MYTHS

Some marketing myths busted

Rank is King

Though important, ranking high is not everything. To be consistently found by potential buyers, you'll need a more complex approach - positive customer reviews, intriguing content, proactive social media presence, and more.

It's Permanent

Getting to the top of Google results pages doesn't guarantee that you will stay there. SEO is a highly specialized process that requires ongoing adjustments. It should be a long-term commitment.



Word of Mouth is Enough

It is still powerful, but it has gone digital nowadays. Social media can be your best friend and worse enemy.

Too Expensive

Internet marketing solutions are highly cost effective when compared to traditional advertising media that business owners are more familiar with.

It's Overrated

Online marketing gives you the chance to connect with potential buyers in a way that was not possible before. Many businesses are now moving their trade online.

Quick Results

Once you set up an online ad campaign, you don't get to sit back and immediately watch the traffic roll in. SEO is more of a marathon than a sprint. Much of it depends on the competition within the industry as to how fast you see the effects.

Q&A

Quick questions and answers

1

When can I see my business name on first page of Google?

It largely depends on the size of the city you want to rank in. It could be anywhere between two months for a small city and 12 months for a megapolis. For more details, please refer to page 12.

2

Why am I not getting a lot more customers?

- A) Business owners are usually too busy to pick up the phone. Make sure every single call is answered.
- B) Ask your customers how they found you. This is how you know which channels work best.
- C) You need to make sure your expectations are realistic. As a business owner, you probably know that \$100 on advertising can't be turned into \$10,000, but more likely into \$1,000.

3

How do I choose the right keywords for my business?

Keywords are extremely important. The right way to choose them is to know what words your customers use to find your type of business. You will have greater competition for the shorter and more generic keyphrases, but you will be able to rank for the longer and more specific phrases sooner. Find more details about keywords on page 13.

Q&A

Quick questions and answers

How do I search for my local listing online?

4

A) Go to google.com in your web browser and search for your company name, along with your location. This is how you find out if your listing is live.

B) Go to google.com and search for each one of your keywords, along with the location you want to rank for. This is how you find out if your listing has reached the first page. Have in mind that this takes time, as explained on page 12.

I already have a website, why do I need a new one?

5

In order to rank well, your website needs to comply with Google's guidelines and SEO best practices. If your current website isn't Google-friendly, it can't reach top positions. However, the free website you get with our service will meet all the requirements to rank on the first page - for both desktop and mobile searches.

Will I be involved in the process?

6

Yes, we look at SEO as a joint venture. We will need your help to verify your Google business page. We will need your cooperation when gathering information about your business, such as: website preferences - design and content, identifying competitors.

TESTIMONIALS

What our customers have to say about working with us



“ I cannot tell you how happy we are with your service. Ever since we hired you to be our exclusive internet marketing firm, our sales have increased substantially. Everyone who wants to send flowers to the Upper East Side in Manhattan finds us and calls to order flowers from us. You have made our products available to the whole wide world!

Thank you so much for all you have done. I believe that internet commerce is the way of the future and we feel that our partnership with 411 Locals is of utmost importance. ”

Mrs. Carolina S.
Florist



“ I took a gamble signing up for 411 Local’s service over the phone, and it paid off! Within a couple of months my business was appearing in the top listings in a Google search in five different categories. Over time, I have begun to appear in the top listings in other categories as well. I now receive more business from these placements than from any other marketing strategies I use.

Whenever I have called with a question or concern, the customer service department has been very helpful and has resolved my issues quickly. ”

Mr. Ben A.
Certified Public Accountant

TESTIMONIALS

What our customers have to say about working with us



“ I have been with 411 Locals for two years and my placement in Google+ and the listings on the internet have made my business grow.

We have checked our placements in the city we signed up in on 411 Locals and we are consistently at the top of our roofing keywords. We track our ads and Google is always mentioned as a source. ”

Mr. Frank Ch.
General Contractor



“ It gives me great pleasure to recommend 411 Locals. The attention to details and the best possible level of customer service have been excellent.

Our company has been in first place on Google and we have received a lot of calls from new prospect clients. I don't think you could find a better service than 411 Locals. ”

Mr. Alejandro M.
Landscaping Professional



GET IN TOUCH

We are always happy to help



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89109, United States



Sales Department: 855-259-2908
Customer Service: 866-391-0622



info@411locals.com
www.411locals.com
www.411locals.us
www.411localscareers.com
www.411localsfaq.com



The logo features the text "411 Locals" in a bold, blue, sans-serif font. The "411" is contained within a blue-outlined speech bubble shape. The letter "o" in "Locals" is replaced by a white five-pointed star. A thick, blue, curved line arches over the text.

411 Locals

Internet Advertising Agency