

Navigation for Local Marketing

Your Guide:
Michael McEuen





People Are Searching for Local Businesses

62%

of users click a link on the first page of search results.

google gets

75%

of all search traffic.

* that's
1 BILLION
people online.

traffic to google maps

is up **135%** from this time last year.

one dollar
invested online
= \$3.44
offline

commercial email returns **\$44** for every dollar spent on it.

Gannett

Local



The GannettLocal Difference

GannettLocal is the small business owner's trusted local marketing partner for delivering business growth – easily and affordably.

As a member of the Gannett Family, we belong to a long history of reaching local customers through **time-tested print advertising** and **targeted digital marketing**.



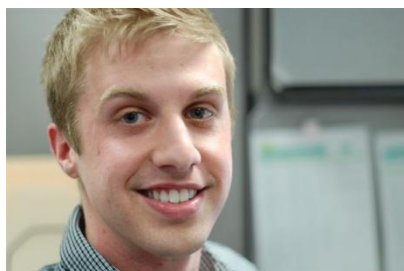
THE ARIZONA REPUBLIC
azcentral.com





The GannettLocal Team

Meet YOUR GannettLocal Navigator



Michael McEuen



Our Navigators understand
everything about local marketing.
So you don't have to.

Comfort. Confidence. Expertise.





GannettLocal Understands

we provide

smart, simple, and proven ways
to gain maximum exposure and
bring in new customers

through

local marketing programs
combining online and
print advertising

we understand



your business



your options



your market

Gannett

Local



Local Customers Are Looking for Your Business

I need my
pool cleaned.

I need a
dentist.

I want to try
a new
restaurant.

did you know?

80% of budgets are
spent within 50 miles
of the home.

90% of online
commercial searches
result in local offline
purchases.



Gannett

Local



Be Found Where They're Looking

Search Engine
Organic Results



Search Engine
Paid Ads (PPC)



Google Places

Email
Inbox



Geo-Targeted
Print



Online Profiles
& Display Ads



Print & Online Media

Gannett

Local



Campaigns to Fit Your Goals

>> Contact me today to get pricing for
your specific industry and location >>

GET THEM THERE

For Location-Based Businesses

- Google Places Optimization
- Geo-Targeted Print Ads

WIN THE RACE

For Branding-Focused Businesses

- Google Places Optimization
- Search Engine Optimization (Metro)
- Search Engine Ads (PPC)

DRIVE MORE CALLS

For Appointment-Based Businesses

- 3- or 5-Page Microsite
- Search Engine Ads (PPC)
- Geo-Targeted Print Ads

FUEL YOUR EVENT

For Grand Openings or Specials

- Targeted Email Blasts
- Full-Color Community Flyers
- Display Ad on azcentral.com

ALL CAMPAIGNS INCLUDE:

- Unique phone number and call tracking /recording
- Analytical dashboard
- 2 monthly check-ins
- Full campaign and advertising management





Real Results

What Our Customers Are Saying

"Since my Google Pay-per-Click campaign went live three months ago, my phone hasn't stopped ringing! I love all the new business Gannett Local has brought in for me and plan to be a customer for a long time."



"We recently started Google Maps for Isley's Home Services, and within 30 days, our company is listed on the first page at letter D! Our involvement with Gannett Local is starting to pay off tremendously."



"I would like to thank Lynda for the help she gave me promoting this event. The turnout was good and we have had many new people come to the store since. I think the advertising really paid off!"



"Since implementing Google Maps, we are now on the first page of major search engine results for several popular keywords and phrases. Best of all, we have seen the number of calls and potential clients increase."



Gannett

Local



Get Started Today

Learn more about our package solutions, or create a customized, local marketing plan that fits your needs.

Find me here:



602.444.1714



Michael.McEuen@Gannett.com

Or try our instant decision engine:



EasyStreetSM

Go to www.GannettLocal.com

Click on the Easy Street icon

Gannett

Local