

# Navigation for Local Marketing

Your Guide:  
Steven Insalaco





## 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.

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**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







## Meet YOUR GannettLocal Navigator



*Steven Insalaco*

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*

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## 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.



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# 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





# 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."



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## Get Started Today

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

Find me here:



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[www.twitter.com/StevenInsalaco](http://www.twitter.com/StevenInsalaco)

Or try our instant decision engine:



EasyStreet<sup>SM</sup>

Go to [www.GannettLocal.com](http://www.GannettLocal.com)

Click on the Easy Street icon

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