Navigation for Local Marketing

Your Guide: Steven Insalaco





People Are Searching for Local Businesses







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're part of a rich history of reaching local customers with geo-targeted advertising. Plus, we back our services with a Customer Promise.

















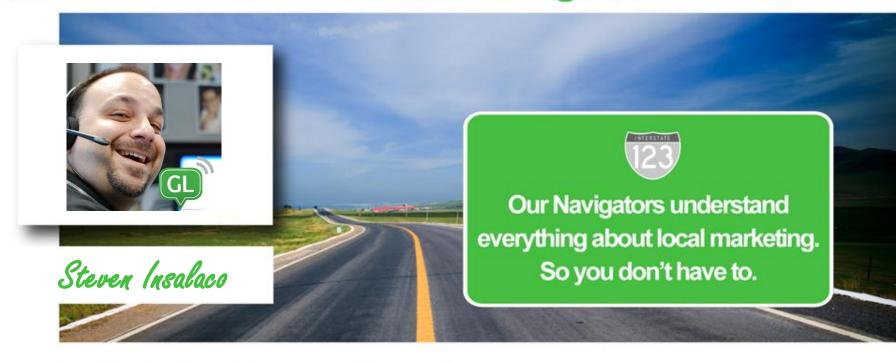






The GannettLocal Team

Meet YOUR GannettLocal Navigator



Comfort. Confidence. Expertise.





GannettLocal Understands

we provide

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

through

targeted local marketing that helps you get found online—and around town

we understand



your business



your options



your market





Local Customers Are Looking for Your Business



did you know?

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

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





Be Found Where They're Looking







Search Engine Paid Ads (PPC)



Online Profiles & Directories



Social Media/ **Communities**



Google Places









Print & Online Media



Campaigns to Fit Your Goals

>> Contact me today to get started >>

START YOUR ENGINES

\$299/month

- 3-Page Microsite
- Google Places Optimization

DIGITAL ADD-ONS

Ask Me for Pricing

- Search Engine Optimization (Metro)
- Geo-Targeted Email Blast

FULL SPEED AHEAD

\$699/month

- 5-Page Microsite
- Google Places Optimization
- Pay-Per-Click on Google AdWords

ALL CAMPAIGNS INCLUDE:

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



GET ON THE ROAD

\$499/month

- 3-Page Microsite
- Pay-Per-Click on Google AdWords



"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."



What Our
Customers Are
Saying

"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."







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

Or try our instant decision engine:



Go to www.GannettLocal.com Click on the Easy Street icon

