

# 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

**OVER HALF**

of search engine users choose a search result by scanning organic results.

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



THE ARIZONA REPUBLIC  
azcentral.com







## Meet YOUR GannettLocal Navigator



*Steven Insalaco*

INTERSTATE  
123

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

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

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



Social Media/  
Communities



Online Profiles  
& Directories



Print & Online Media

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Local



# 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

## GET ON THE ROAD

*\$499/month*

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

## 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







## 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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