# **Navigation for Local Marketing**

Your Guide: Tony Starr





### **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 belong to a long history of reaching local customers through time-tested print advertising and targeted digital marketing.





**ADWORDS** 

**AUTHORIZED** 

RESELLER

Google.







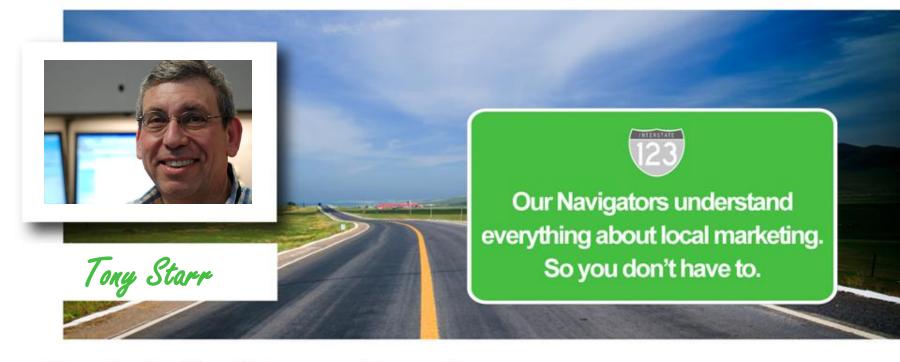








# Meet YOUR GannettLocal Navigator



Comfort. Confidence. Expertise.





### **GannettLocal Understands**

### we provide

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

## through

local marketing programs combining online and print advertising

### 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 & Display Ads



The Administration of the Administration of

**Google Places** 



Geo-Targeted Print











### **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)

#### **FUEL YOUR EVENT**

For Grand Openings or Specials

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

#### **DRIVE MORE CALLS**

For Appointment-Based Businesses

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

#### **ALL CAMPAIGNS INCLUDE:**

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





"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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#### Or try our instant decision engine:



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

