

Navigation for Local Marketing

Your Guide:
Starla Curley





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'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



Starrla Curley



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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Campaigns to Fit Your Goals

>> Contact me today to get started >>

START YOUR ENGINES

- 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

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

FULL SPEED AHEAD

- 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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Or try our instant decision engine:



Go to www.GannettLocal.com

Click on the Easy Street icon

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