

# DIRECT ONLINE ADVERTISING

That Works for Businesses Serving National & Global Markets

## LocalDirective™



YAHOO!

Google

superpages.com®

YELLOWPAGES.COM™

AOL

msn

Ask.com

I Want More Customers Now! Call 1-866-925-9524 to get started.

Visit [www.LocalDirective.com](http://www.LocalDirective.com) to learn more.

# WHO IS LOCALDIRECTIVE?

## LocalDirective is a Leading Provider of Geographically Targeted Online Search

- Founded by leaders from the yellow page and online advertising industries; we have decades of experience providing directional advertising.
- Our mission is to simply and affordably bring the power of internet advertising to businesses serving geographically targeted markets.
- We are professionally certified experts by Google, Yahoo and MSN, and are leading online advertising association members.
- We are vendor neutral, which means we are committed to you and to getting you the best results. Period.
- We serve companies that target local, national & global audiences.



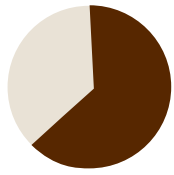
**\* LocalDirective is here to help you grow. Within days, you will see how effective your LocalDirective online strategy is!**

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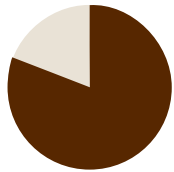
## DID YOU KNOW?

Purchasers are searching for you...  
You need to be where they are looking: online.



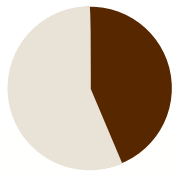
**Over 85%**

of business buyers go online to find information to make a purchase, and over 70% start at a search engine.



**Over 83%**

of those searching will either make an online or offline purchase.



**Over 74%**

will make a purchase within the same month, and 12% on the same day of the search.

Source: Enquiro Research, 2007



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# LOCALDIRECTIVE REMOVES ONLINE ADVERTISING BARRIERS

## Until Now, Two Problems Prevented Many Businesses From Advertising Online:

### Too Difficult.

- Too many search engines.
- Too many local or vertical portals & directories.
- Too many keywords.
- Too much bidding.
- Too many ads.

### Too Expensive.

- Too much complexity.
- Don't have the required expertise.
- Can't afford a full time person.
- Can't afford a marketing agency.

**\* LocalDirective puts you at the top of general and vertical search engines, where your prospective buyers are looking.**



## LocalDirective Solves Your Problem & Opens the Door to Internet Advertising:

**Affordable:** We have prices you can afford.

**Targeted:** We use top search sites, where 99% of your prospective customers are looking.

**Simple:** We do all of it for you!

**Flexible:** Your program can be changed as your business needs change.

**Immediate:** Your program will start within days.

**Measurable:** Reports show where prospects come from and what they are searching for.

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# LOCALDIRECTIVE: THE EASY PATH TO SUCCESS

Steps To Success	Where Kinks Occur	Win With LocalDirective
<b>1</b> Prospective customer searches for you, your products or for your competitor.	Millions of purchasers are searching on dozens of search engines & portals. How will you be found?	LocalDirective makes sure you are where over 99% of your prospects look, for your business type & geography.
<b>2</b> Search results display your custom advertisement.	With all the other ads to look at, how do you capture attention?	Our online advertising specialists learn about your business and craft compelling text ad messages.
<b>3</b> Your prospect clicks on your ad and goes to your custom-designed web pages.	You get up to 8 seconds to communicate your match to their needs...will your ad fail you?	Our 'post-click' design experts give your web page ads the right emphasis to motivate action.
<b>4</b> S/he reads your ad and is motivated to take the desired action (calls, PDF downloads, etc...)	Each customer wants something different. How do you meet everyone's needs?	Our landing pages have multiple calls to action, target all phases of the buying cycle & track everything for you.
<b>5</b> A purchase is made and a new customer is won.	Will the ads work to deliver the lowest cost-per-lead advertising possible?	We do it right. Certified by Google, Yahoo, MSN, we know how to get results. You win with LocalDirective.

**\* LocalDirective – not an in-house marketing agency, but it sure seems like it.**



# PICTURE HOW ONLINE ADVERTISING WORKS



A screenshot of the Solis Winery website. The header features the "Solis WINERY" logo and contact information: "Call us 7 days a week at (888) 838-6422" and "Address: 2920 Hecker Pass Road, Gilroy California 95020". The main content area has a large image of a vineyard and the text "Discover Dallas/Fort Worth's Private Delight: Award Winning California Premium Wines From Solis Winery". Below this is a "HISTORY OF THE WINERY" section and a "Learn Why Your Friends And Neighbors In Dallas And Fort Worth Are Charmed By Solis Winery...You Will Be Too!" section with a bulleted list of features.

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# LOCAL DIRECTIVE SOLUTIONS ARE ALL INCLUSIVE

Each solution is customized to reflect your unique business features, business category and geographical targeting. Most importantly, our solutions are affordable for your business.

## LocalDirective Program Elements

Online Directory Submissions: 25 locations, propagated out to 50+ locations

Photo: Submission of business photo for online business directories.

Video: Development & submission of videos for online viewing

Paid Search: Google, Yahoo, MSN, Ask, AOL (amount based on budget)

Paid Search: Other search engines

Mobile Paid Search

Directional Ads: vertical & local portals

Directional Ads: business and consumer portals

Directional Ads: online yellow pages listings

Directional Ads: online yellow pages advertisements

Directional Ads: social media

Online Classifieds: listings

Online Classifieds: advertisements

Custom Landing Pages and/or Mini Websites

Unique domain with sales-focused email addresses

Phone Tracking

Results Reports

Optimized Advertising Programs

Website Analytics

Marketing Analysis/Consulting

Online Creative Advertising

Offline Creative Advertising (Radio, Cable, Yellow Pages, and more)

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# **LOCALDIRECTIVE: ADDITIONAL OFFERINGS**

**Dynamic Landing Pages**

**Additional Landing Pages**

**Landing Page A/B Testing**

**E-Commerce Website Development**

**Large Custom Website Development**

**Search Engine Optimization (for your current website)**

**Lead Tracking Automation**

**Automatic Appointment Scheduling/Management**

**Event Advertising (online)**

**Business Blogs & Article Development/Submission**

**Specialty Online Direct Response Placement**

**Digital Billboards & Widgets**

**Online Creative Advertising**

**Email Marketing**

**Public Relations Marketing**

**Reputation Management (for online reviews)**

**Website Analytics & Business Intelligence**

**White Paper Development**

**Video Production**

**AdSense / Creative Advertisement Management**

**Direct Mail Marketing**

**Marketing Consulting Services**

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# CHOOSE LOCAL DIRECTIVE TODAY...

## ...And See Results Tomorrow.

Online advertising - and Search Engine Marketing specifically - is the #1 source of information during all phases of the buying cycle: awareness, research, negotiating, and purchase\*.

LocalDirective experts have experience from placing tens of thousands of online advertising programs that will bring you success.

**\* Choose the solution that suits your needs today.... and be online within days!**

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Website: <http://www.localdirective.com>

\*Source: Enquiro Research, 2007



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