

DIRECT ONLINE ADVERTISING

That Works for Businesses Serving Local Markets

LocalDirectiveTM
We Mean Business
LOCAL



YAHOO!

Google

superpages.com[®]

YELLOWPAGES.COM[®]

AOL

msn

Ask.com

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

Visit www.LocalDirective.com to learn more.

WHO IS LOCALDIRECTIVE?

LocalDirective is the Leading Provider of Local Online Search for Local Businesses.

- Founded by leaders from the yellow page and online advertising industries; we have decades of experience in serving local businesses.
- Our mission is to simply and affordably bring the power of internet advertising to small businesses serving local 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 are locally present: we have a local office with professional staff to help you when you need us.



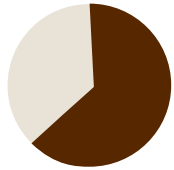
*** LocalDirective is here to help you grow. Within days, you will see how effective your LocalDirective online strategy is!**

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DID YOU KNOW?

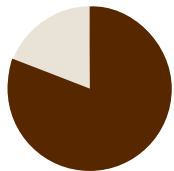
**Purchasers are searching for you...
You need to be where they are looking: online.**



Over 60%

of consumers search for a local business on the internet, and only 33% use the yellow pages.

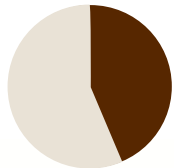
Source: TMP Directional/ComScore 2007



Over 80%

of those searching will contact a local business to make an offline purchase.

Source: TMP Directional/ComScore 2007



Over 40%

of consumers say they will not do business with a company that does not have a web presence.

Source: Webcom, 2007



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LOCALDIRECTIVE REMOVES ONLINE ADVERTISING BARRIERS

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

Too Difficult.

- Too many search engines.
- Too many local 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 local search engines, where your prospective customers are looking.**



LocalDirective Solves Your Problem & Open the Door to Local 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
1 Local consumer searches for you, your products or your competitor.	Millions of consumers are searching on dozens of search engines & portals. How will you be found?	LocalDirective makes sure you are where over 99% of consumers look, for your business type & geography.
2 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.
3 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.
4 S/he reads your ad and is motivated to call you or visit your store.	Each consumer wants something different. How do you meet everyone's needs?	Our Landing pages and mini-sites have multiple calls to action, & we track everything for you.
5 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 heading "Discover Dallas/Fort Worth's Private Delight: Award Winning California Premium Wines From Solis Winery" and a "HISTORY OF THE WINERY" section. A sidebar on the right contains a list of bullet points describing the winery's history and offerings.

Discover Dallas/Fort Worth's Private Delight:
Award Winning California Premium Wines From Solis Winery

HISTORY OF THE WINERY
The Solis Winery vineyard is located on the historical Rancho de Solis, an 1830's Mexican land grant that originally spread over 8,800 acres, one of the oldest wine-growing regions in California's Central Coast. In the late 1920s, many Italian immigrants settled in this picturesque valley - among them the Alfaro Bertero family. The vineyard remained in the Bertero.

Learn Why Your Friends And Neighbors in Dallas And Fort Worth Are Charmed By Solis Winery...You Will Be Too!

- Our vineyard is in California's first premium wine production region, Santa Clara Valley, called 'Valley of the Heart's Delight' by Native Americans.
- We marry old world wine-making traditions, carried through the generations, with modern techniques that produce consistently enchanting wines year after year.
- The rich soil and moderate climate creates the perfect conditions to produce award winning red and white varietals...year after year after year.
- We bring a dedication to small, exclusive and private offerings for those

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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)

Small Business Blogs

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

Customer Relationship Management

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 offers the best rate of return at the lowest cost per lead over all other forms of advertising, including yellow pages, newspaper, radio, direct mail or cable television.

LocalDirective experts have the experience in placing tens of thousands of online advertising programs to bring you success.

*** Choose the package that suits your needs today.... and be online within a day!**

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