LOCAL BUZZ

Did you know that optimization of local listings, maps, reviews, & check-in promos can help customers find you before your competitors?

Local listings are increasingly used by people who are searching for products and services in their vicinity, who are also ready to make purchases either online or offline.

What is Local Buzz?

Local Buzz is the optimization of local listings and maps in search engines and major sites such as Google Places, Bing Local, Facebook Places, and Foursquare.

A fully-optimized local online presence coupled with a strong SEO campaign will put you ahead of your competition. The age of print marketing is going out the door and you cannot afford not to invest in your online marketing.

Google+

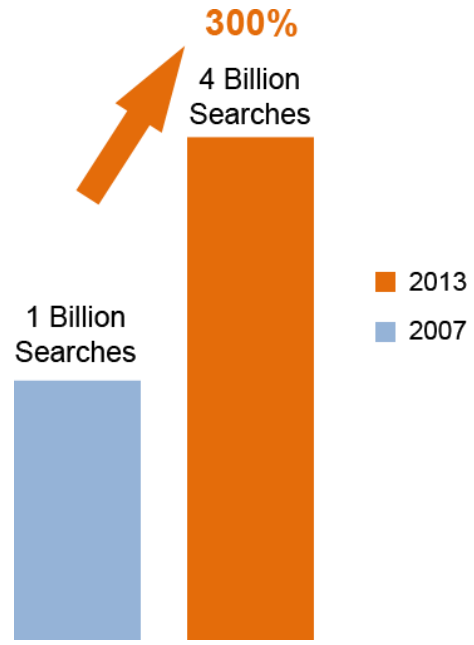
bing LOCAL

FOURSQUARE

facebook

Local listings are geographically relevant and more targeted to customers. And because of this, local listings in Google Places, Bing Local, Facebook Places and Foursquare gain more online traffic, check-ins and conversions.

Local Search has Grown Exponentially



Local search has grown by 300% from 2007 to 2013

- comScore Local Search Study 2014

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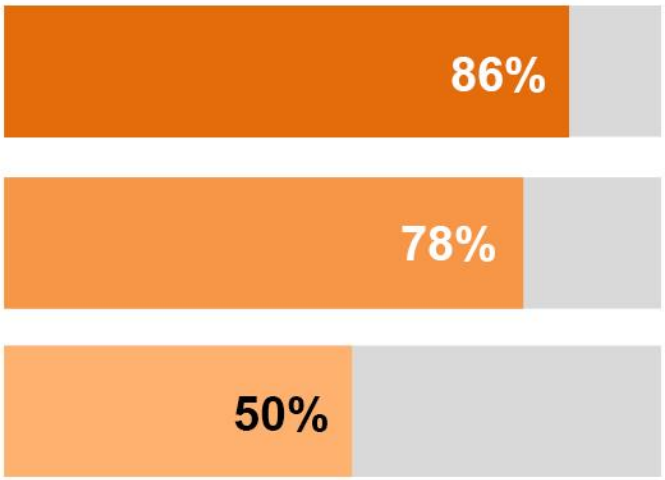
Local listings, maps, reviews & check-ins on Google, Bing, Facebook and Foursquare

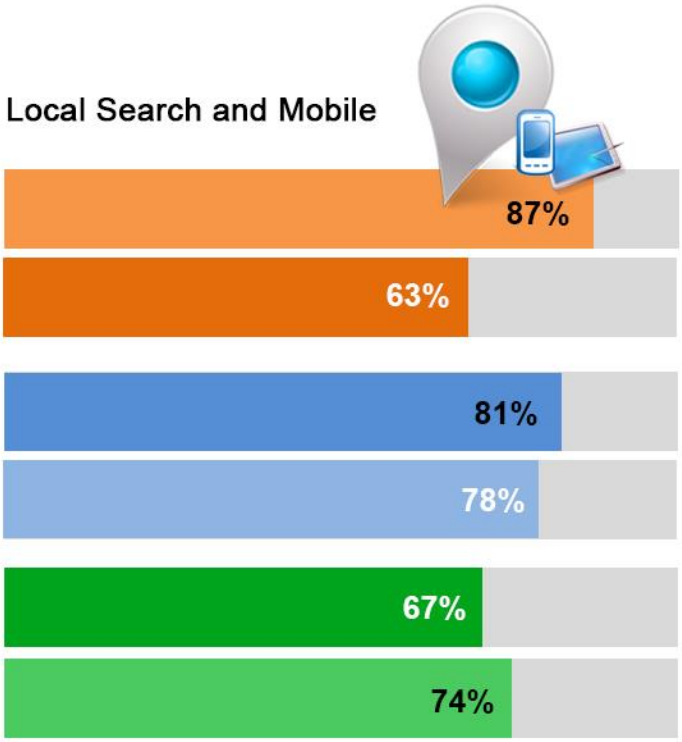
Local Buzz is Good for Your Business

Building 'reviews' is a crucial factor for successful local visibility and so it is an important feature in our Local Buzz service



- 86% of people surveyed had changed a purchase decision due to a bad review they saw online
- 78% of Internet users conduct product research online and they also stated that they believe reviews are the most credible form of advertising
- 50% of ALL internet users over the age of 18 have left a review online

Local Search and Mobile



The explosion of mobile device usage has shaped local search and buying behavior. With increased smart phone and tablet adoption, mobile local search grew, causing a high demand for time-sensitive, on-the-go needs for local business information.

- 87% of smartphone and tablet owners use a mobile device for shopping activities
- 63% of searchers use multiple devices to find local businesses.
- 81% of tablet owners use their device for local search
- 78% of searches made on a mobile phone end in a purchase
- 67% of users say a mobile friendly website makes them more likely to buy a product or use a service
- 74% of people say they're more likely to return to that site in the future

- Dimensional Research, comScore, Neustar, Nielsen, Google, Sterling Research, SmithGeiger

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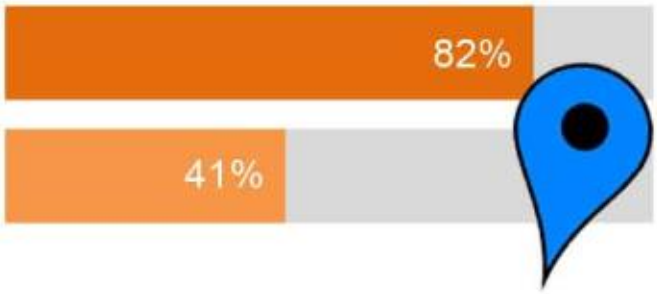
What are Your Competitors Doing?

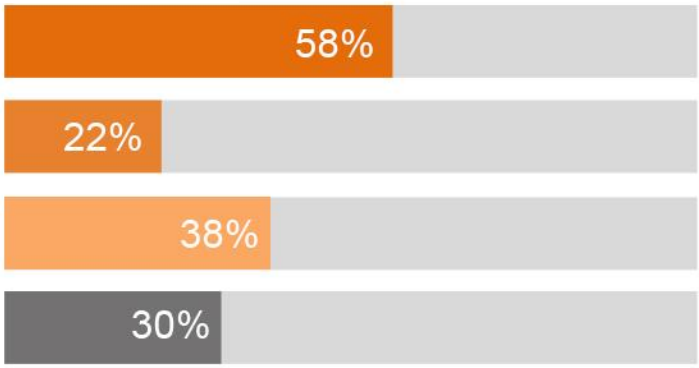
The number of businesses looking at optimizing their local listings, citations, maps, and reviews are increasing.

- 82% of organizations are developing local content on pages, blog posts, and page titles to optimize local search results
- 41% of organizations consider local search a critical or important factor for achieving search marketing objectives



People and businesses are increasingly looking at local listings for shopping, dining, services, vendors and more. For these reasons, appearing in local search results can help a business stand apart from its competition.

However, only:



- 58% list their local business address on their website
- 22% rated mobile search as either critical or an important factor
- 38% do local citation building

and

- 30% find local listings unimportant

- MarketingSherpa

This means that doing Local Buzz now will give you an edge over your competitors. This will make it difficult for them to catch up and compete with you when they have finally decided to employ Local Buzz.

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The Future

Projections for 2015-2016 show:

- By 2015, at least 30% of search will be local in nature
- Mobile will match desktop as device of choice for local searches in 2015 and overtake it a year later
- Search will drive local mobile ad spend from $1.65 billion in 2014 to $3.21 billion in 2016
- Mobile app downloads are estimated to reach 182.7 billion in 2015

- BIA Kelsey, IDC

Millions and millions of dollars in B2B and B2C transactions are driven by local search. Major technology players such as Google, Apple, and Facebook have invested in location-based mobile apps & services because of its potential.

Why Choose Us?

Generating local buzz for businesses is a rather new tactic and not many service providers have acquired the intelligence and the skills required to perform effective local buzz optimization like we do.

Choosing us as your service provider places you in pole position right in front of this fast-growing source of traffic, and customers, for your business. You do not need to learn the secrets to conducting highly-targeted local buzz optimization, nor do you need to hire and train a team which can be expensive and time-consuming.

Why waste time and energy when you can remain focused on your core business? All you have to do is to let us handle your local marketing and you handle the leads coming in.

Local buzz may or may not yield immediate results. It depends on many factors, such as your competition. The timetable for a successful local buzz relies on on-going implementation and a continuous cycle of necessary adjustments. These are based on many factors which we regularly analyze and strategize using our proven methodologies. Long term Local Buzz is highly recommended. For best results, coupling SEO with Local Buzz is also recommended.

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In-depth Consultation

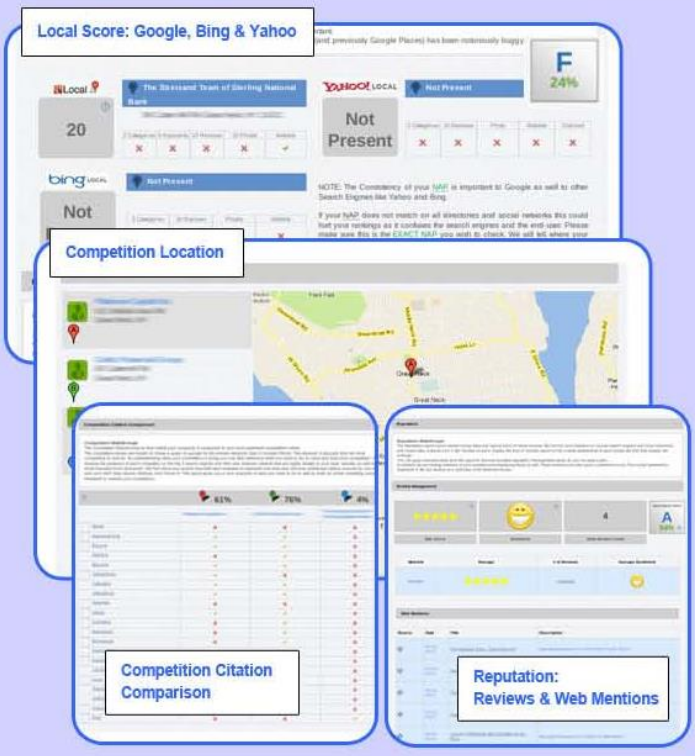
We believe that understanding our customer's needs and objectives is crucial to providing superior services and so we take the time to get to know you, your business, your target market, and your competitors. Finally, we factor in your location and geographical targets into our Local Buzz services and then recommend the most suitable solution for you.
We will figuratively and literally draw a planned map to chart the expansion of your visibility and accessibility across your geo-targeted presence online.

We follow a cycle beginning with an in-depth consultation with you to identify your needs in order to establish the best strategy and implement the most suitable solutions for you. We then measure and analyze the results and listen to your feedback so we can apply continuous improvements to your campaign to make your Local Buzz marketing successful.

Your Local Presence Report

As we consult with you, our Local Presence Report will show you your Local Scores based on your presence or the lack thereof on major sites: Google Places, Bing & Yahoo Local as well as on major directories and other metrics as well. This will tell us what needs to be done to boost your local presence. All in all, you get the following:

- Local Score on Major Local Listings
- Local Score on Major Directories
- Competition Citation Comparison
- Competition Location
- Reviews
- Web Mentions
- Keyword Rankings



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Summary of What We Do

Local Business Listing Research and Creation

We will search for duplicate local business listings as these prove to be problematic and will affect the integrity and user-friendliness of your listings. Search engines and major local listing sites flag duplicate entries as these confuse users. We also do competition analysis on your category and do search engine ranking comparisons, as well as current directory listings analysis to assess your position and decide how to move forward. We make sure that your (NAP) name, address and phone numbers are valid, verified and are consistent across all current and future listings. This allows us to create your local listing profiles on Google+ Local, Bing Local, Facebook Places and Foursquare; as well as on top local directories, niche or geo-related directories.

Image Creation, Optimization, and Publication

We provide high quality image sourcing, editing with branding, and optimization such as geo-tagging and back link generation. We then upload and publish your branded image to 4 primary local business directories.

Custom Citation Building

We perform directory research and register your business to specialized directories as well as submit a report of recommended paid directories.

Review Publication and Promotion Creation

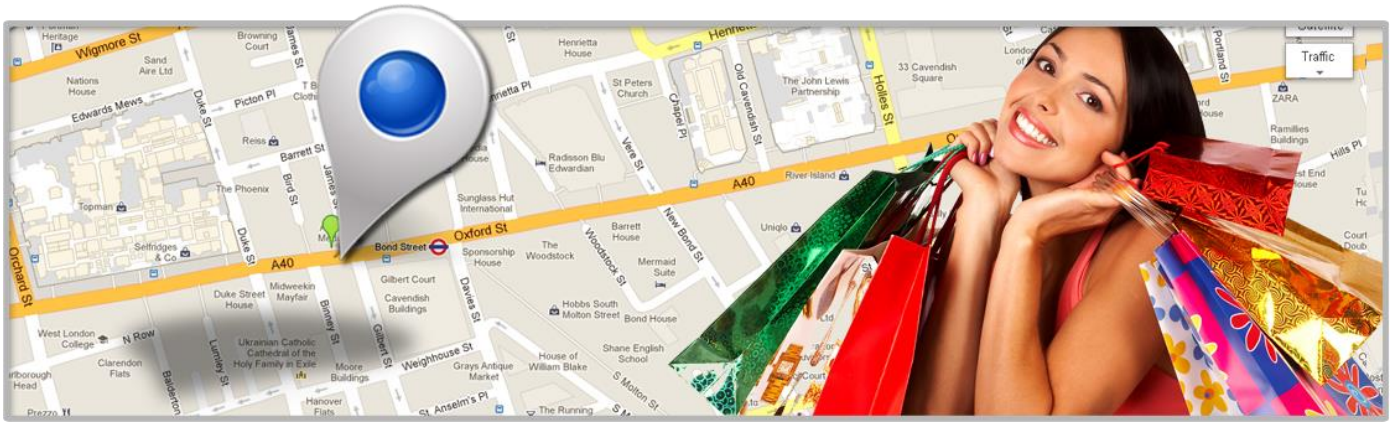
We analyze the reviews of your competition and then we publish reviews for you. We also provide promotion copy writing and promotion banner/image design as well as coupon creation for you with a bar code.

Local Mobile "Check-In" Visibility

We will publicize your local mobile check-in promotions via your Facebook Places, Foursquare and Google Places accounts to encourage more check-ins and more business as well as strengthen your local signals.

Promotion and Event Social Updates

This includes Google+ Local offers creation/update, Google Plus business page promotion update, Facebook Page promotional "like" creation, Facebook Places promotion publication, Bing Local deals creation, Bing mobile deals publication and Foursquare promotion update to strengthen your local signals.



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What is the Next Step?

Send us an email or give us a call to schedule an appointment.

As we have shown you, the data and trends suggest that employing Local Buzz will benefit your business in terms of visibility on search engines' local listings and top directories.

We are constantly engaged in research and analysis on market trends and technologies to develop Local Buzz strategies and tactics to provide you with exceptional services that are geared towards an excellent return on investment.

As we want you and your business to benefit from our services, your involvement is very much welcome and highly encouraged during our in-depth consultation sessions. You may choose phone, email, chat or actual physical meetings. Nobody knows your business more than you do—let alone your marketing objectives and goals.

Right now astute businesses are reaping the rewards of Local Buzz and you too can join the club of business owners whose websites are visible on local listings. Aside from new direct business, you can also gain more business connections to grow your network, as well as generate referrals for your products and services.

Engage our services and get the following:

- ✓ **Local Buzz strategy and tactics based on market and technology data and trends.**
- ✓ **In-depth consultation with you to tailor-fit your campaign with your marketing goals.**
- ✓ **Grow your network and get more referrals and join other business owners who are enjoying the status of being highly visible on local listings.**
- ✓ **Let the wheels turn now to beat your competition and get more sales and revenues from increased visibility and traffic.**

Given the facts, the best time to do Local Buzz or to ramp up local listings for your business is right now. Catch up with your competition, or keep them at bay and expand your business to new horizons. We are here to help you make that happen.

Go ahead and send us an email or give us a call to schedule an appointment.