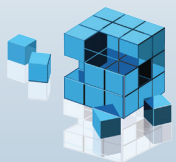


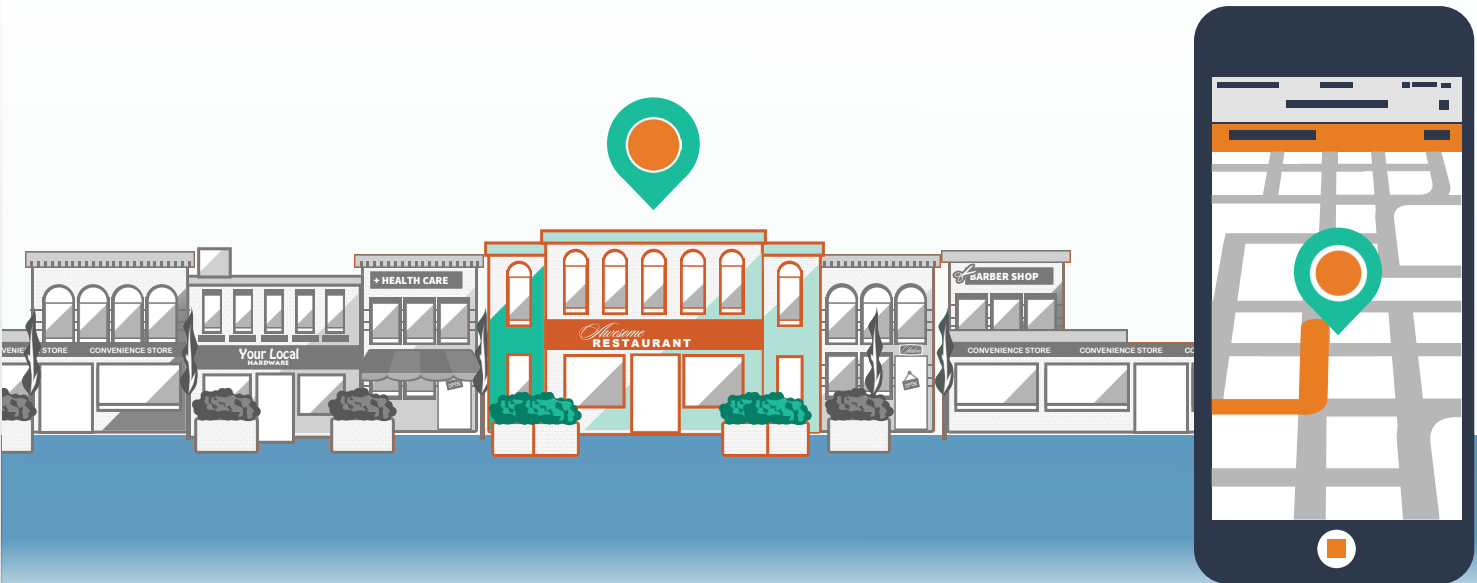
What is Local Digital Presence Management?



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To understand the power of local digital presence management (LDPM), it is important to review its components. Let's look at Digital Presence Management and Local Presence Management separately before looking at the LDPM solution.

Digital Presence Management

Digital Presence Management (DPM) can be defined as any of the processes and/or marketing involved in presenting a brand in the online space. This includes any avenue in which a brand becomes visible online and traffic can be drawn to it. It encompasses but is not limited to website design and development, maintenance of social media sites, blogs, the use of search engine optimization (SEO), especially local search, pay-per-click marketing (PPC) and reputation management.



Website



Social Profiles



Review Sites

Did you know?

82% of smartphone users turn to their devices to help them make a product decision.

Local Presence Management

Local Presence Management (LPM) is defined as geo-targeted digital presence management that enhances a brand on the whole by optimizing all their locations' information in their respective local markets. The increasingly mobile nature of search has escalated the need for complete, consistent and accessible data about brands, and ways to connect with them. Local visibility, search placement and reputation determine traffic; this is especially true for multi-site, brick-and-mortar businesses. Local presence management includes monitoring a business's name, address and phone number (NAP) and business hours in various places online such as directory listings, data aggregators, online review sites and map listings.



Directory Listings



Data Aggregators



Map Listings

Local Digital Presence Management


DPM and LPM work seamlessly to enhance and continue to positively affect and cultivate a brand's presence in search engines, and are vital to a business's success. LDPM is a digital fingerprint, unique to each business location, which enhances local search ranking and gives their target audiences the correct information to interact with the brand.

Keeping data up-to-date and accurate for numerous locations across multiple websites, applications and forums can be an overwhelming task. However, with the proper scalable tools and support, online presence management on a global and local scale can be maintained via a single dashboard, ensuring a business is easily discovered, especially on mobile.

The goal of local digital presence management is to convert online clicks into visits to a brand's brick-and-mortar locations. Said another way, when traffic is effectively managed and directed online, it effectively drives foot traffic offline.

Consistent monitoring and measurement is as equally important as initially taking control of a business's local digital presence.

In this mobile age, businesses must effectively manage their data to ensure that it is complete, correct and up-to-date. This is crucial because search engines use this data to display to consumers searching for a business's products or services.

A young man and woman are standing in a city street, looking at a smartphone held by the woman. The man is holding a paper map. They are both smiling and appear to be navigating together. The background is a blurred city street with other people and buildings.

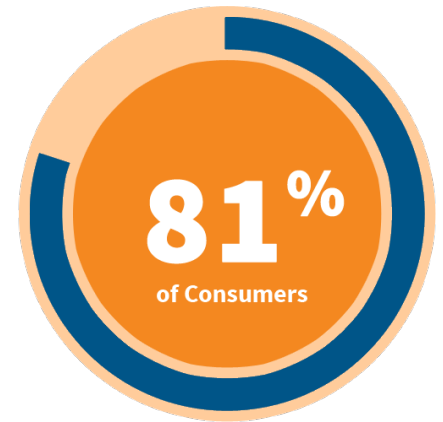
79% of users report that having business information on the search engine results page would allow them to find a business that would better match their search.

The more accurate the data, the more trust is communicated to the search engines making a business's digital presence easily discoverable online, especially via mobile devices. This allows them to communicate a business's products, services, accurate location data and contact information as consumers are searching for it.

The goal of local digital presence management is to drive consumers from online into the business's brick-and-mortar locations.

Why is Local Digital Presence Management Important?

Consumers use their mobile devices to search for businesses to make quick buying decisions. In fact, 81 percent of consumers using mobile devices follow up with a phone call or walk into a location with a specific action in mind. Having your business data—or NAP (name, address, phone number)—consistent across all online media channels lends itself to a healthy local ecosystem, which, in turn, improves your local visibility.



The better your local visibility, the higher you show up in search and maps results. Failure to manage a business's local presence could result in missing major segments of your target consumers. Local digital presence management can help your business by:

- ✓ Ensuring each location is listed in the most important directories, social networks and data aggregators.
- ✓ Reviewing, correcting and optimizing data.
- ✓ Providing you with real-time progress reports and updates.
- ✓ Sending you monthly reports on your listings' performance.



The current trend in marketing uses the power of connection found within social networks. The ratings, reviews and voices of peers serve as the main influencers for consumer buying decisions. When business information is incorrect or inconsistent the result is consumer confusion, which in turn, creates a lack of consumer trust toward the brand.

Taking control of a brand's local digital presence management is just the first step. A plan for continued monitoring and measurement is critical to the success of any local digital presence management strategy.

Industry Opportunity

In North America, the search industry accounts for \$30 billion+ annually. With the proliferation of smartphones and the increase in mobile-device searches for local products and services, local digital presence management will continue to receive a greater share of those dollars.

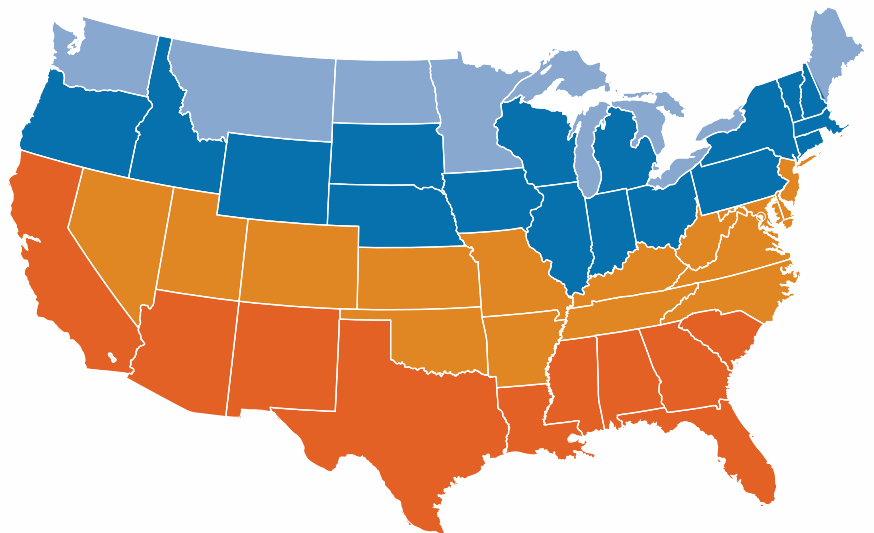


Digital presence management is a \$4.9 billion market.



Directory management and submission services are a \$2.7 billion market.

There are 27 million small and medium-sized businesses (SMBs) in the United States today, with an average of 540,000 new businesses starting each month.



SMBs are a mainstay of the American economy and are important to local growth. These businesses include doctors, attorneys, moving companies, local franchise operations and many other small businesses that local consumers are searching for and purchasing from on a daily basis.



To start strong and sustain their businesses, SMBs need to be willing to spend money to market their services in order to acquire, maintain and retain customers. The associated expenditures are critical components of the operating budget.

As part of their customer acquisition efforts, SMBs are increasingly looking for services to help them effectively market their businesses online. Digital marketers are looking to co-op advertising, a method traditionally employed by advertisers, to assist their SMB clients.

Co-op advertising presents its own set of unique challenges in the digital space, but according to a 2012 study by Borrell Associates the \$1.7 billion market leaves \$450 million annually on the table due to “lack of participation.”

The Interactive Advertising Bureau (IAB) refers to co-op advertising as “digital’s lost opportunity.” That nearly half a billion dollars represents an untapped market, which can help local SMBs reach their targets and makes overcoming the front-end challenges worth it.





Sector Growth Story

In this digital age, the methods businesses use to reach consumers have moved almost exclusively online. Advertisers and marketers have had to keep up with a constantly evolving environment in order to meet consumers where they are. And consumers are increasingly on mobile devices.

Current trends in marketing use the power of connection found within social networks. The ratings, reviews and voices of peers serve as the main influence for consumer buying decisions.

Consumers use their smartphones, tablets, and wearables to use search engines like Google and review sites like Yelp to find the products and services they need quickly; the days of analog search using the Yellow Pages, classifieds and newspapers have passed.

The popularity and convenience of mobile devices has increased the need for businesses to “think local.”

With 50 percent of consumers ready to make a purchase within one hour of their initial smartphone search; is your brand meeting the needs of this digitally-savvy consumer?

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