



## How To Help Your Customers Find You

(NAPSA)—If you're like many small businesses owners, professionals and entrepreneurs, you know it pays to advertise. But how do you do that effectively?

With digital media added to your marketing options, you now have a host of new opportunities, and new questions. Do online directories, websites, Yahoo, Google and other search engines do a good job reaching your customers? Will Facebook, LinkedIn, and so on really help your business?

The bottom line is that no matter how many digital channels and mediums you have, they won't be effective without a solid marketing plan. Yet, it's surprising how many local businesses lack one.

### The Problems

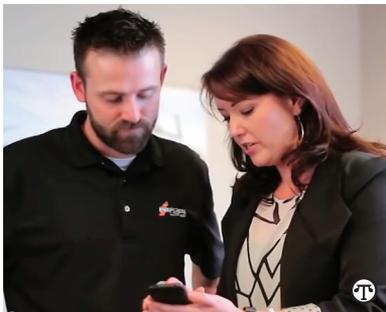
Consumer behavior underscores the need for well-run and well-planned marketing. Consider these statistics:

- Over 60 percent of the time, consumers cannot find the information they are looking for on a website and leave; and
- Businesses that nurture their leads (for example, timely follow up with a prospective customer) see up to 45 percent more return on investment (ROI) than those that don't.

Yet, while local business owners know that it's important to help increase sales, marketing frequently falls by the wayside. Owners say they lack the time, are confused about what's available or are suspicious of the results. So they simply don't prioritize marketing.

### A Solution

Fortunately, there is online digital marketing help that simplifies marketing and really makes it work for local business owners. ReachLocal has worked with busi-



### A small company's marketing reach may be greater than many entrepreneurs realize.

ness owners worldwide for more than a decade to help them reach customers online—and to keep them—using all forms of digital marketing: search engine advertising, Web marketing, display advertising, website design and other services. In fact, ReachLocal has tools proven to help businesses get their message to 98 percent of the places where customers are likely to search, surf and socialize—on the web and on mobile devices. Their expertise, combined with their comprehensive digital marketing systems, convert more leads and help their clients get more customers.

ReachLocal works with owners to understand their goals, such as how many new customers they need. From there, they work together with business owners to create a marketing plan designed to meet their needs and their budget.

The company provides owners with reports and updates on how many leads are coming in and the cost per lead. Not every marketing service does this, but ReachLocal believes its essential in helping business owners understand their marketing dollar return on investment.

### How It Works

ReachLocal helps local businesses reach, and add customers in three ways:

**1. The first** is a strong technology platform that works across all channels to ensure clients are in the optimal digital mediums needed to reach their goals. ReachLocal's technology constantly monitors channels and it knows where consumers are spending time, or not.

**2. Next**, the company has the industry's largest and most experienced group of marketing experts to work hand in hand with clients, provide guidance and make sure they're getting the best results.

**3. Finally**, ReachLocal incorporates its more than a decade's worth of experience and data from tens of thousands of clients and millions of campaigns into each owners' campaign.

### What You Get

ReachLocal can help local businesses get discovered with search engine advertising and search engine optimization, build their brand awareness with display advertising, remind interested prospects of their businesses through search and site retargeting, and build their Web presence with social media and Web marketing.

Once your company has been discovered, ReachLocal focuses on turning leads into customers. Its automated system includes a smart website, lead management software and a powerful mobile app. Your website helps more visitors contact you because it's designed to increase conversions from channels including phone calls, emails, and online chats.

### Learn More

For further information, go to [www.reachlocal.com](http://www.reachlocal.com) or call (888) 644-1321.