

220 Marketing: 220 Local



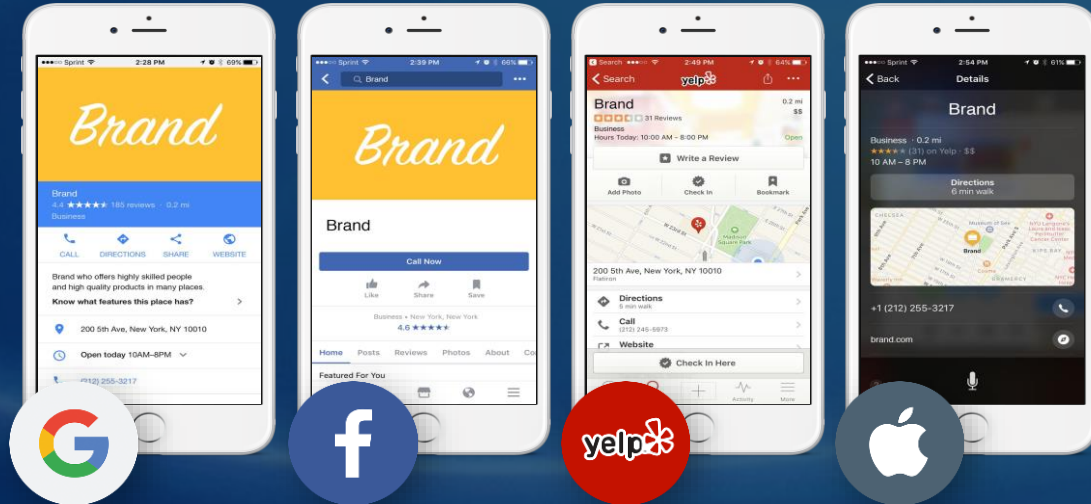
Learn how to convey the value of
Digital Knowledge Management

Market Overview



Search Today

- People have turned to local search platforms like Google, Facebook, Yelp, and Apple to find business information and make buying decisions
- Local search platforms typically receive 2-5 more views than the website itself
- Businesses need to start focusing on their online presence beyond just their website



Search in the Future



Search is Transitioning | Intelligent Devices Power Local Search |
Businesses Need to Stay Up-to-Date and Accurate



220 Local Solves the Problems



Inaccurate Listings



Take control of critical business information

Standing Out in Search



Build your brand with relevant content

Getting Found Online and Offline



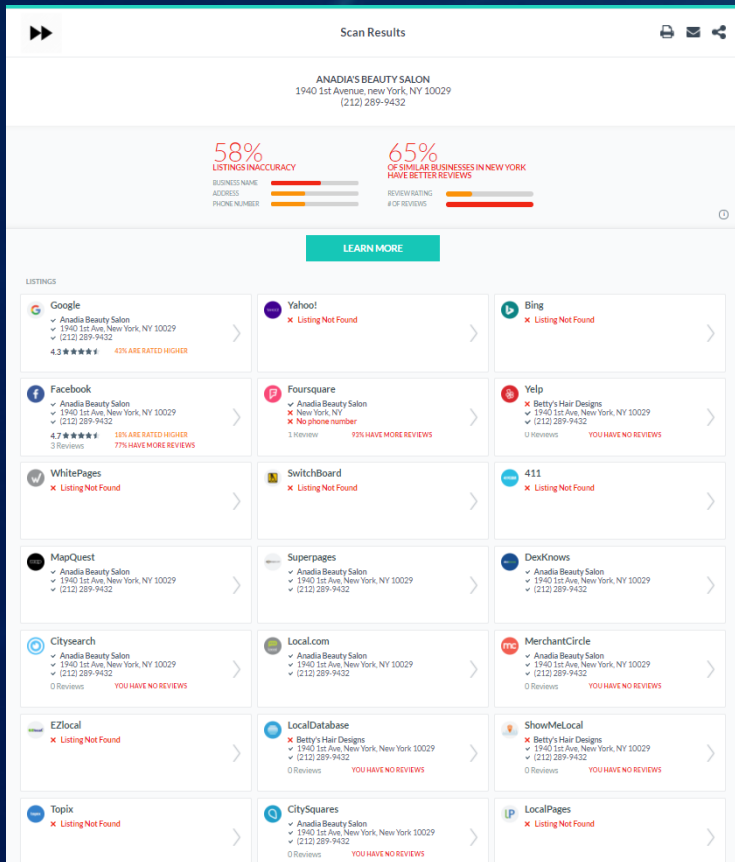
Drive more foot traffic to your doorstep



The Scan



Leverage the Scan



- This tool should be used to **INCREASE OPENS** by surfacing areas that need improvement.
- Things to keep in mind:
 - Use the Scan to identify **Pain Points**
 - By running the scan you get a view of the client's digital landscape
 - You are able to see which directories their business is not listed accurately on
 - Ask Questions
 - Ask open-ended questions about why the client has not addressed inaccuracies
 - Speak to **Pain Points**
 - Determine a solution that directly addresses the issues the client is experiencing

Run Scan at www.220localseo.com



Closing the Sale

Ask open-ended questions to close the sale:

- How much money do you think you're losing by having that wrong phone number / wrong address listed?
- How do you normally find new businesses? (restaurants, retailers, tailors, etc)? Do you ever use your mobile device?
- How do you plan on fixing this without us?
- Were you aware that you have 0% chance of reaching a prospective client on missing listing?

IT'S AN INVESTMENT, NOT A COST.



Features to Leverage



Match & Lock

- Allows us to **CREATE, MATCH, SYNC, AND LOCK ACCURATE LISTINGS** across a network of over 70 directories
- Locking listings in place **PREVENTS EXTERNAL TAMPERING**
- Without protection, anyone can claim a client's business
- Without protection, anyone can edit a client's business listings
- Without protection, you don't have **DUPLICATE SUPPRESSION** to remove duplicate listings



Real-Time Updates

PROTECT YOUR INVESTMENT

- It's like a consistent **Business CREDIT CHECK!**

With Real-Time Updates Clients Can:

- Create business consistency across the web
- Ensure their customers always see accurate and up-to-date information about their business
- Keep their customers informed of all their latest activities
- Stay notified when a review is posted via **REVIEW MONITORING**



NOT RUNNING THIS DAILY = NOT PROTECTED!



Importance of Protecting your Information

Business data changes constantly for tons of reasons:



WITHOUT PROTECTION ALL OF THESE DISTURB A BUSINESS'S LISTINGS



Update Once, Update Everywhere



Brand

- Update a client's business info across a vast (70+ sites) publisher network from one interface
- Increases the visibility of your business online

- Ensure that search engines find up-to-date business information no matter where they look
- Continuous optimization and monitoring of your listing on EVERY directory



Enhanced Content

A listing with all fields completed receives...



347%

more searches



214%

more Yelp page views



416%

more listing views

IF MANAGED, THIS LEADS DIRECTLY TO MORE DEALS!



reviews



Monitoring



Insights



Management

Reviews allows us to partner with clients and **TAKE CONTROL OF THEIR ONLINE REPUTATION**

- Increase **Word of Mouth Traffic** with reviews
- Monitor incoming reviews from multiple sources – Email Notifications
- Gain insight on how a your business is perceived
- Manage both positive and negative reviews to create more deals



POOR DIGITAL PRESENCE = LOST BUSINESS



BRODIE MART



TOWN OF HILLSDALE



DYNASTY BUFFET



ELMHURST HOSPITAL

The client's digital presence is as foundational as their business signage

- The likelihood that a client will capture customers with poor signage is low. It's the same for their digital presence
- Before any customer goes to physical location they look up the business online

50% of local-mobile searchers are looking for business information



USE THE STATS

76%

of people who
use location
search buy
within one
business day

89%

admit to searching
for local business
on their smartphone
once a week or
more – while 58%
search daily.

43%

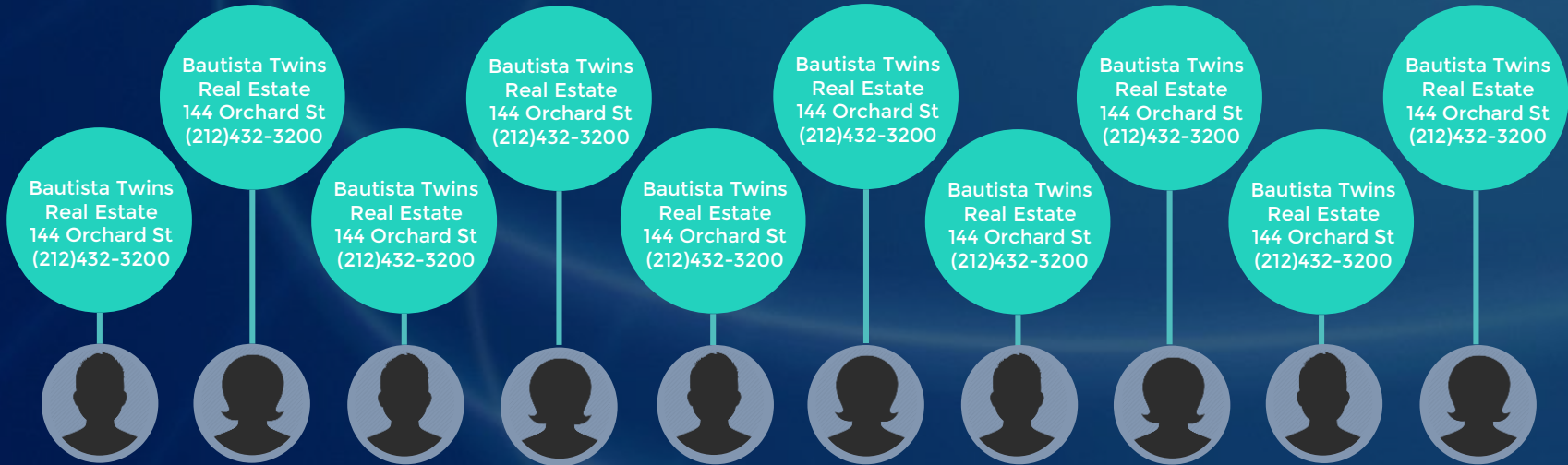
of businesses
across the US
have at least one
incorrect or
missing address
online

Missing/Wrong Information = LOST SALES!



“I only care about Google”

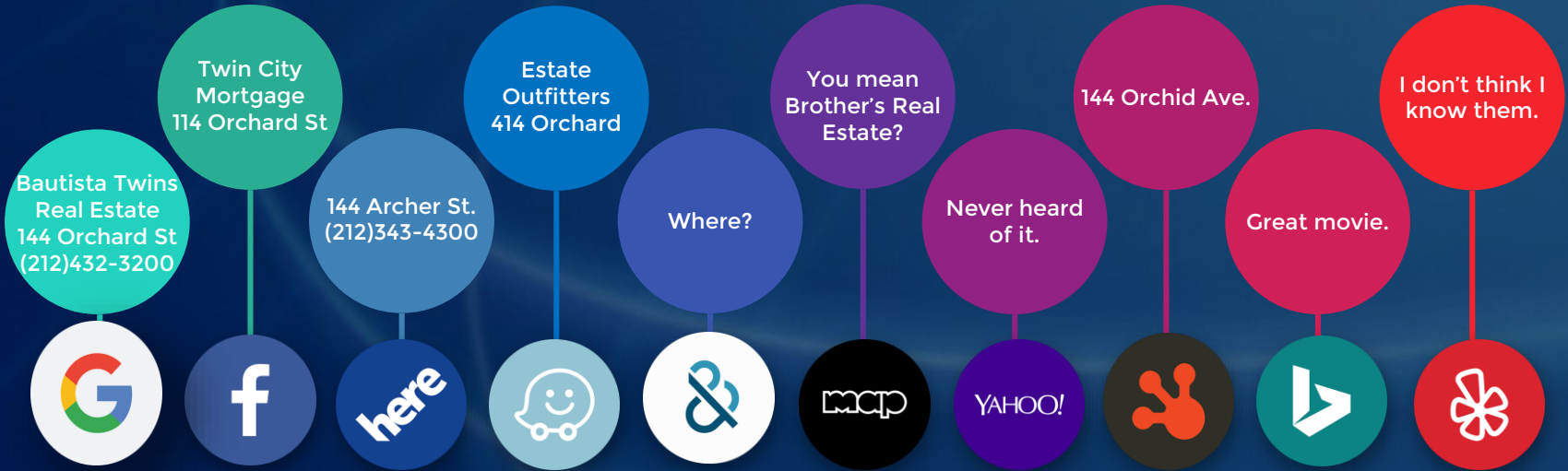
Imagine asking 10 random people about a real estate professional and receiving the following answers:



Answers like this produce **HIGH CONFIDENCE** however...



Now imagine asking 10 random people about a real estate professional and receiving the following answers:



Unmanaged business listings produce **LOW CONFIDENCE** results and **Google PICKS UP ON THIS**



“What happens if I cancel?”

For the average business studied, listing information...

Changed every

6

days for name,
address or
phone

Which equals

61

core changes
per year

PAYING FOR THIS SOLUTION IS LIKE PAYING A UTILITIES BILL



Protect Your Investment

WITHOUT INFORMATION MANAGEMENT ALL OTHER MARKETING HAS HOLES



- Being in control of business listings prevents a leaky marketing budget by creating a tighter net for capturing business
- Web Design, SEO, Content Creation, Social Media...etc. Are all tied together with accurate business listing information
- No Matter what type of marketing channels a client is using 220 Local can amplify those efforts
- **220 LOCAL IS AN INVESTMENT NOT A COST**



Be Prepared for Objections

I don't need this right now.



Broken listings = lost sales.

I only care about Google!



Consistency matters everywhere!

What happens if I cancel?



You lose control of your online listings.

I can't afford this right now.



Prevent a leaky budget.



Elevator Pitch



Avoid Information
Overload



Importance of
Online
Presence



Objections
=
Opportunities

- **CHOOSE 2-3 FEATURES** that will resonate with the client & **DISCUSS BENEFITS**
- Avoid objections and **CONVERT THEM TO OPPORTUNITIES**

