



MAKING SENSE OF DIGITAL MARKETING IN A COMPLICATED WORLD

Richard Morrow

thomsonlocal

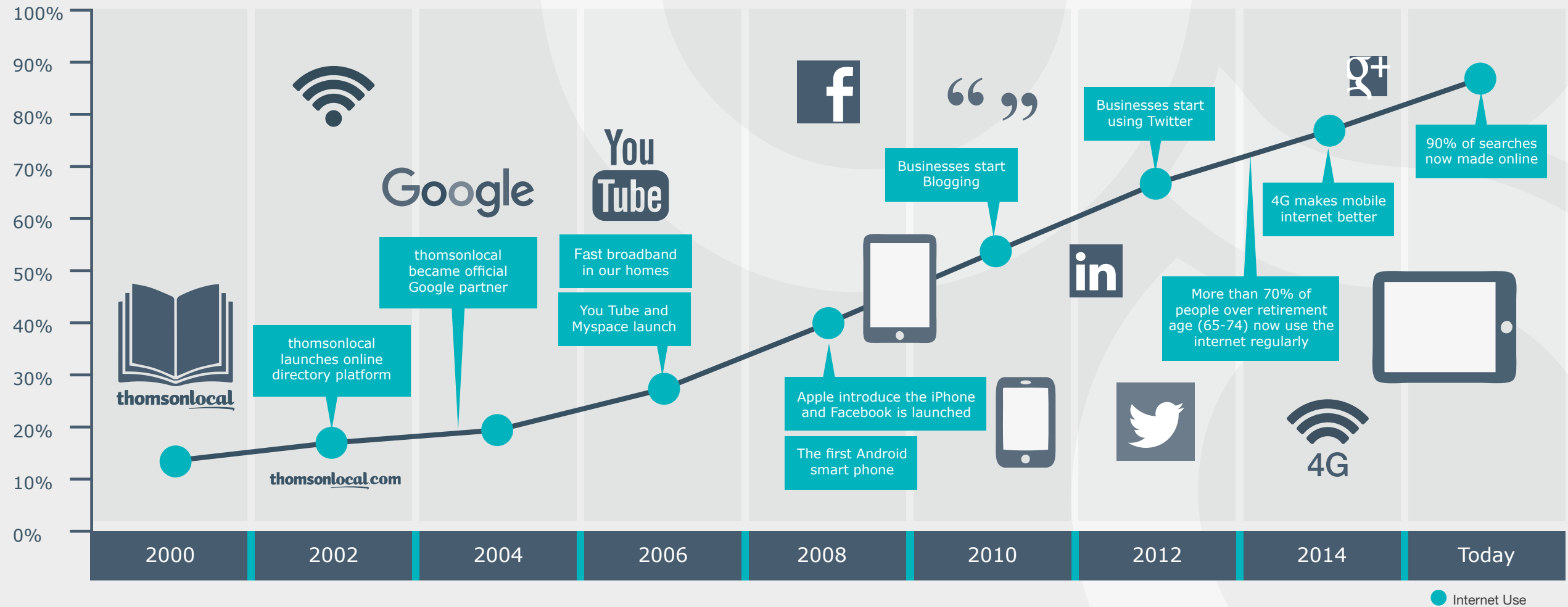
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PromoteMYbusiness
in association with **thomsonlocal**

90% of searches for local service providers are now made online!

Thomson Local are pioneering and innovating in the online advertising and digital marketplace



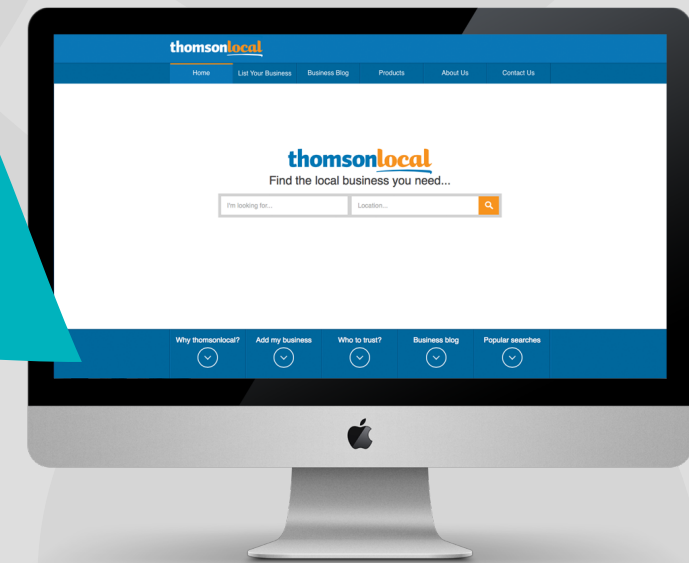
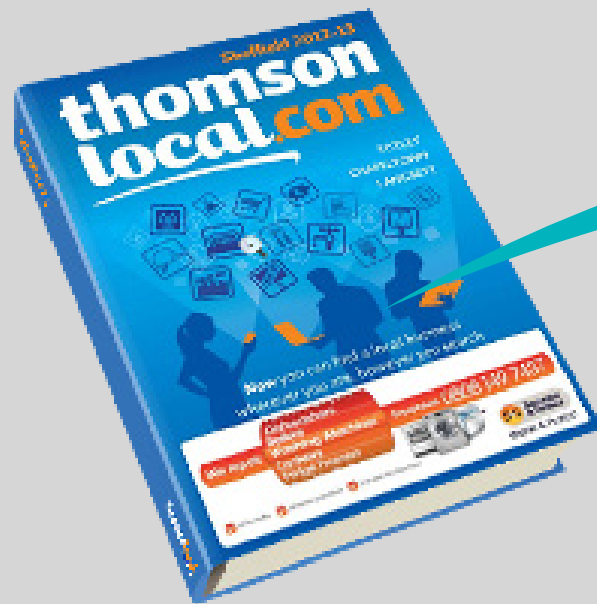
Our shift from print to digital is market leading

People's habits have changed - Thomson Local have responded to market trends in order to give customers the most effective possible coverage

1 Over 30 years of brand heritage and recognition in the marketplace

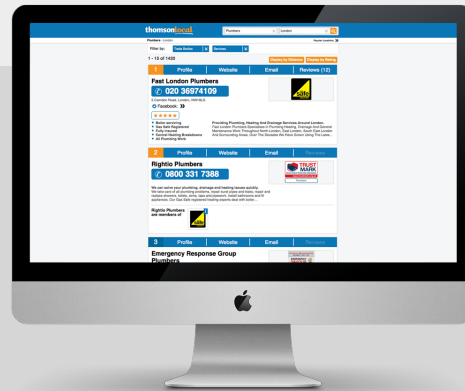
2 Over 10,000 Digital Customers

3 A trusted market leading database with over 2.4 million businesses listed



“ Thomson Local have taken great pains and substantial investment to ensure that our advertisers have prime positioning online. ”

Thomson Local have become a leading, trusted digital marketing provider



Thomson Local Business Listings



Desktop and Mobile Banners



thomsonlocal

Expertise,
knowledge, heritage
and preferential
partnerships



Get Me Everywhere



Sponsored Content

“ Providing cost-effective, hassle-free and responsive solutions in a complex digital landscape ”

Why do people use thomsonlocal when searching for services?

As a long trusted household brand, thomsonlocal provides buyers with:

- A select list of trusted suppliers
- Guaranteed relevant, filtered, up-to-date results
- A visual snapshot of key information for multiple businesses
- Impartial ratings and affiliated scheme members



An easy to navigate, informed choice in a user-friendly and familiar format



HOW

How does prominent coverage on Thomson Local help our customers?

Optimised coverage on thomsonlocal.com...

- Ensures your business appears within the select list of local trusted suppliers for your industry
- Connects buyers with suppliers at the critical time of choosing a service provider
- Protects your recommendations with a vital memory jogger to avoid them calling the competition
- Helps reflect and enhance your reputation AND profile
- Provides extremely cost-effective, elevated positioning all year FOR online searches
- Positions your business in front of a group of buyers who may not otherwise get to see your website



How do buyers make their choice of who to call on thomsonlocal.com?

The majority of consumers looking for your business type will make their selection based on Three key factors:

- **Your position in the heading**
- **What you are saying about yourself**
- **What your customers are saying about you**

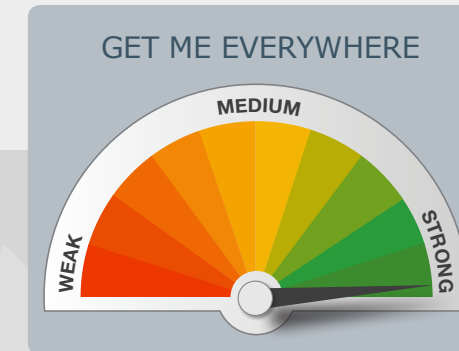
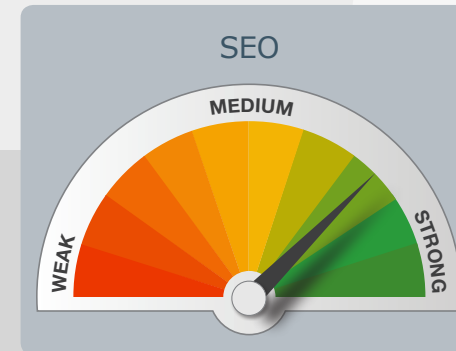
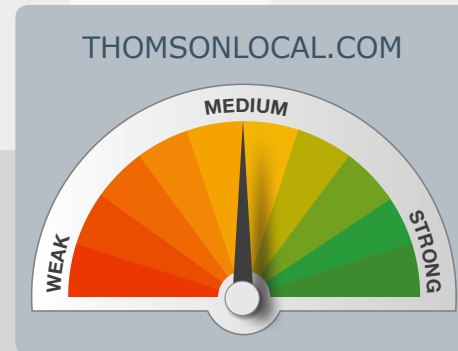
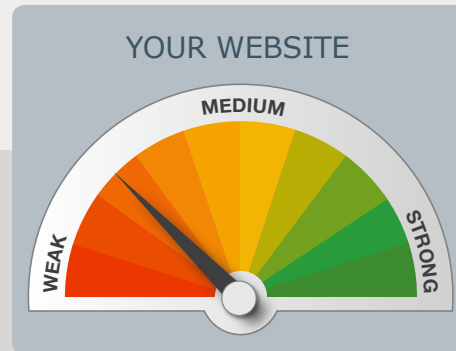
Our expert marketing consultants can advise you on positioning Opportunities plus optimised content to maximise the likelihood of being chosen in the heading



Ensure you can be found easily in all the relevant headings and geographical areas that people are likely to recommend you within



thomsonlocal can help you optimise your overall online presence



- A wealth of knowledge and long standing expertise, ensuring every budget is spent wisely
- Utilise our partnerships and buying power to enhance your online presence
- A trusted brand providing up to date and fully optimised solutions
- Avoid the many pitfalls of badly allotted budgets and non-intuitive designs
- Ensure responsive solutions that work in a complex digital landscape

“ Let us do the hard work so you don't have to! ”

WHY

A leading Media brand in the UK providing some of the most cost-effective, hassle free & responsive online solutions available in the marketplace!

Some of the science behind being found on search engines!

84% of internet traffic goes through search engines. Being ranked highly by search engines will expose your business to huge volumes of new potential customers...



So what are the main factors today that influence high rankings on Google & Bing?

- Well constructed, optimised, multi-device compatible website
- Consistent references (Citations) to build your credibility online
- Direct, multiple links to your website
- Coverage on online directories
- Blogs and enriched content

Top 5 Citation Sources in the UK

1	 Information <small>Be Seen, Be Heard, Be Everywhere</small>
2	 Local Data Company
3	marketlocation
4	thomsonlocal
5	 Infoserve

MOZ

Industry body MOZ confirm in their latest annual survey that the most important factors to achieve good local ranking in Google and Bing are made up of on-page links, external location (Citations) and Google my business (making up no less than 68.6% of the weighting factors)

LET US DO THE
HARD WORK SO YOU
DON'T HAVE TO!



How does a search results page work?

Google has rolled out recent changes to Google AdWords*

So what does that mean for businesses?

It will become increasingly more difficult to appear on page one. Potential pushing down of organic listings mean SEO Optimisation is more important than ever. Increased average cost-per-click means PPC budgets need to be spent wisely and intuitively

1

Paid Advertising x 4: An effective way to get seen by potential customers in a targeted and time effective manner

2

Maps: Physical search results ordered in relation to locality, relevance and prominence of your business

3

Organic Results: Organic results are the results "ranked" as most relevant by the search engine, based on the specific search terms entered by the user (these are determined by SEO ranking attributed to the result)

4

Paid Advertising x 3: An effective way to get a business seen by existing and potential customers in a targeted and time effective manner

* Google Adwords now displays 4 ads at the top of the search results, none on the sidebar at all, and an additional 3 ads at the bottom of the search results. For regular users, the right-hand space will still be utilised for Product Listing Ads.

So, which type of coverage is right for your business?

With over 30 years of brand heritage and recognition in the marketplace. We can help you tell your potential customers about your business

BUSINESS LISTING

GRAPHIC ADVERT

SPONSORED LISTING

MOBILE BANNER

GET ME EVERYWHERE

CONSUMER TIP



BUSINESS LISTING

SPONSORED LISTING

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MOBILE BANNER

CONSUMER TIP

Business Listing

A priority and enhanced basic entry ensure that your business:

Appears in a select list of local trusted suppliers for your industry and stands out at the critical time people are choosing a service provider.

Reminds people who have already heard of you in the area with a Visual Memory Jogger to avoid them calling the competition.

Reflects & enhances your reputation & profile, with a visual snapshot of your key services

BENEFIT

- Elevate your business above the basic entries.
- Highlight key products and services you provide in your local area.
- Include logos, photos, opening hours, email and social media links.
- Add reviews at any time.
- Easily update the content of your profile throughout the year by just logging in online.
- Link directly to your company website.



BUSINESS LISTING

SPONSORED LISTING

GET ME EVERYWHERE

GRAPHIC ADVERT

MOBILE BANNER

CONSUMER TIP

Sponsored Listing

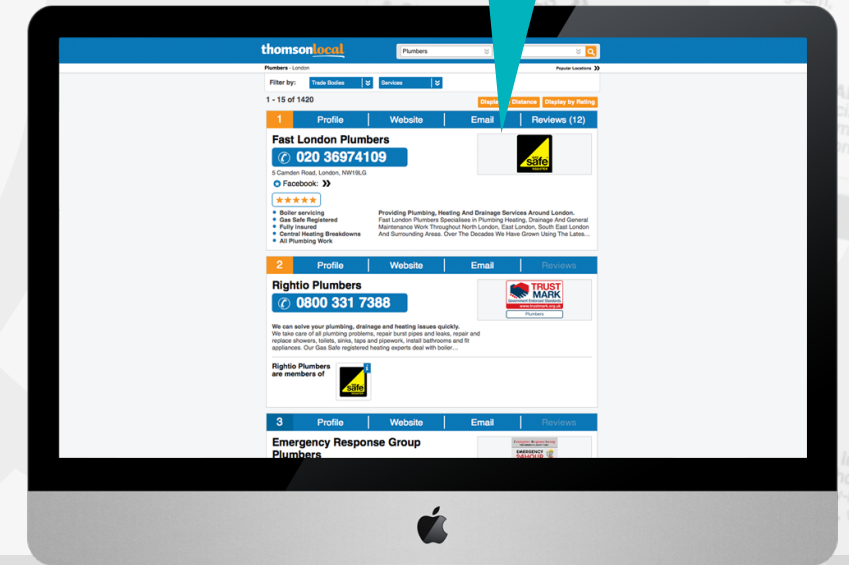
The Crème de la Crème of positioning!

Guaranteed top 1 or 2 positioning in your heading in thomsonlocal.com for an entire year.

Stand out from the crowd as the leading local business of choice!

Capture the lion's share of the enquiries within your industry.

STRICTLY LIMITED AVAILABILITY



BENEFIT

- Highlight key products and services you provide in your local area.
- Include logos, photos, opening hours, email and social media links.
- Add reviews.
- Easily update the content of your profile throughout the year by just logging in online.
- Link directly to your company website.

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CONSUMER TIP



GET ME EVERYWHERE

“Get Me Everywhere” does exactly what it says it does!

Rapidly And Effectively Boost Your Local Seo via multiple, consistent business listings being delivered across the internet on your behalf, on an ongoing basis.

Put simply, Get Me Everywhere ensures Google finds you consistently repeated in so many different places that it awards you a higher organic ranking online!

BENEFIT



- Achieves an extremely cost-effective, artificial Boost to your SEO.
- Utilises thomsonlocal’s unique strategic partnerships to ensure you are “Everywhere” at all times!
- Ensures a local, consistent listing presence across the internet in over 150 partner sites.
- Ensures the whole process is managed on your behalf avoiding the errors and inconsistencies that can negatively affect your rankings.



The Complex Bit

The system of getting citations (your name, address and telephone number) consistent and widely distributed across the internet is complex, costly, time consuming, and prone to errors.

Get Me Everywhere solves this by using a single platform to distribute business details consistently, simply and quickly from a single portal. Utilising long standing, strategic thomsonlocal group partnerships, the Get Me Everywhere distribution network now exceeds 150 partners that include major search engines, online directories, national and regional press and specialist industry websites.

BUSINESS LISTING

SPONSORED LISTING

GET ME EVERYWHERE

GRAPHIC ADVERT

MOBILE BANNER

CONSUMER TIP

Graphic Advert

Guaranteed top-right positioning in your heading on for an entire year.

An eye-catching, animated, full colour graphic advert.

Stand out from the crowd with animated, attention grabbing coverage!

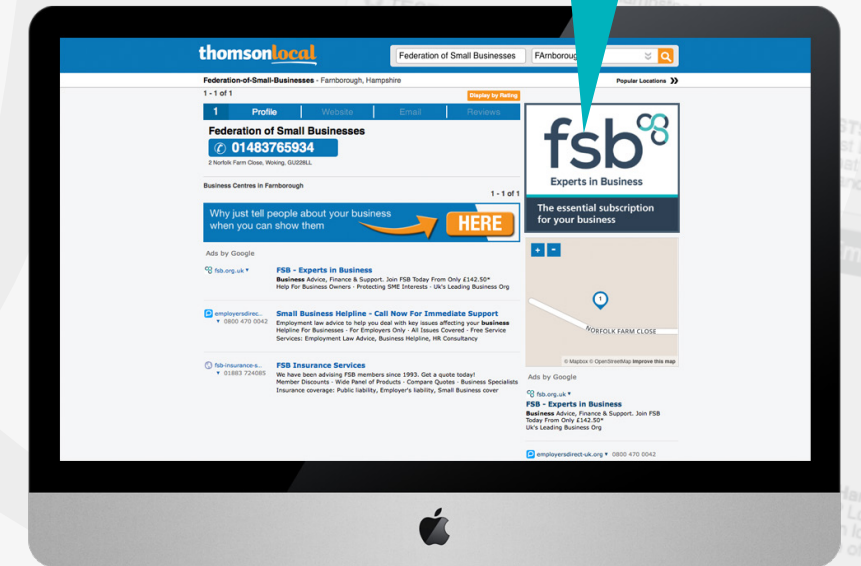
Capture the lion's share of enquiries within your industry.

Local coverage with an almost National feel.

BENEFIT

- Prime top right rotational positioning guaranteed.
- Highlight your brand, key products and messaging.
- Eye catching and compelling animated design of your choice.
- Link directly to your company website.
- Created by our expert design team to guarantee maximum prominence.

STRICTLY LIMITED AVAILABILITY



BUSINESS LISTING

SPONSORED LISTING

GET ME EVERYWHERE

GRAPHIC ADVERT

MOBILE BANNER

CONSUMER TIP

Mobile Banner

Unique & Strategic exposure across thomsonlocal.com desktop & mobile.

Guaranteed Banner Positioning at the foot of your heading for an ENTIRE year.

An eye-catching, animated, full colour banner.

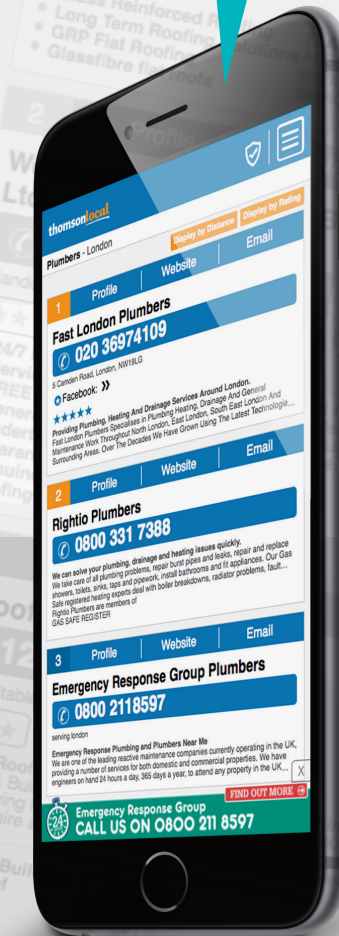
Stand out from the crowd with animated, attention grabbing coverage!

Strategically positioned as an Integral, Local, and Trusted Supplier at the foot of your heading.

STRICTLY LIMITED AVAILABILITY

BENEFIT

- Positioning guaranteed across desktop and mobile.
- Highlight your brand, key products and messaging.
- Eye catching and compelling animated design of your choice.
- Link directly to your company website.
- Created by our expert design team to guarantee maximum prominence.



BUSINESS LISTING

SPONSORED LISTING

GET ME EVERYWHERE

GRAPHIC ADVERT

MOBILE BANNER

CONSUMER TIP

Consumer Tip

“People buy from people they trust”

Give your business the ultimate endorsement & credibility with our unique “Consumer Tip” coverage.

Strategically position your business as a Leading Industry Expert and Key Trusted Supplier

Guaranteed Prominent position on the front page of your heading for an entire year!

Stand out from the crowd with an eye-catching, informative and prestigious feature.

Elevate your brand and profile as the market leading local “go-to” experts.

STRICTLY LIMITED AVAILABILITY

BENEFIT

- Your businesses brand and key details positioned in conjunction with well written, high quality industry advice and editorial.
- Your Company logo strategically positioned at the top of the Consumer Tip and linked through to your company website.
- Three lines of content to include Company logo/name, Key Strapline and Tel. Number and a range of border colours to complement your corporate branding.





AN EXCLUSIVE 20% DISCOUNT FOR THE FSB MEMBERS WITH THOMSON LOCAL

"People buy from people they trust"