



Kalihi Business Association Meeting

June 12, 2012



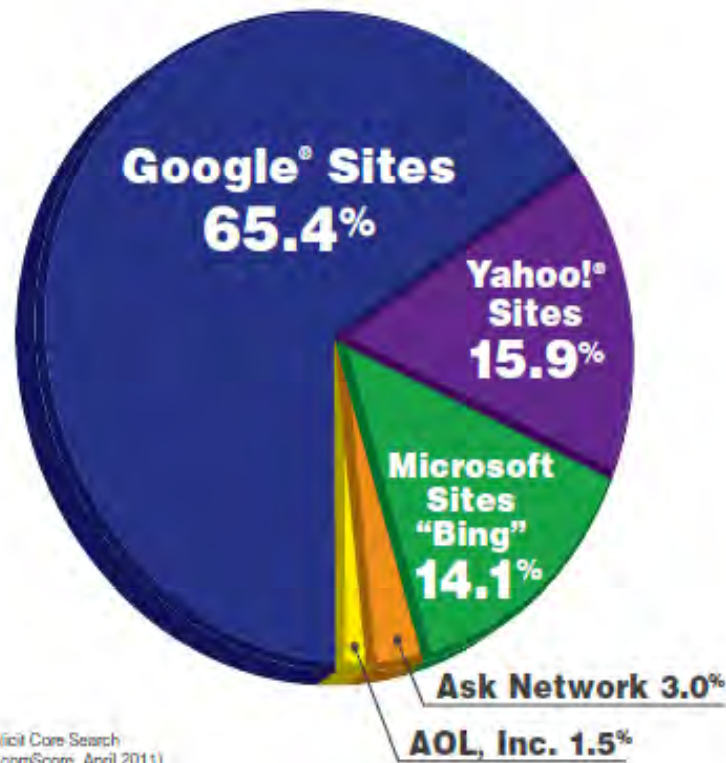
Agenda

1. Intro – Glenn Kobayashi, Anne Gagnon
2. On Line Advertising with Google
3. Premier Sponsorship Status with Google
4. Presence On Line Advantages for your business
5. Closing, Thank You

95.4% of All Searches!!!

We've got you covered!

With WebReach, your business will show up where people search!



Total Explicit Core Search
(Source: comScore, April 2011)

- ▶ The internet is used by over **77.3%** of the U.S. population.
(Source: Mintiwatts Marketing Group, June 2010)
- ▶ Americans conducted more than **18 billion** total core search queries in April of 2011.
(Source: comScore, April 2011)
- ▶ Americans spend nearly a quarter of their time online.
(Source: The Nielsen Company, August 2010)

WebReach™
Search Engine Advertising



Google's Top Industry Revenue Makers





1 of 13 Premier Partners!

Find a Premier SMB Partner to help grow your business

Advance Digital	
Cobalt	
Dealer.com	
Dex One	
Driven Local	
Hearst	
Local Search Traffic	
Moore & Scarry	
OrangeSoda	
ReachLocal	
Scripps	
TopSpot Internet Marketing	
Web.com	
Yellowbook	

Advance Digital

Advance Digital is a leading network of local news and information websites, affiliated with over 25 newspapers published by Advance Publications, Inc. Our local websites provide consumers with reliable news and information that impacts their daily lives.

As a leading online media company, Advance Digital provides our advertisers with all the interactive marketing services they need to meet their business goals. Our nationwide reach combined with our intimate knowledge of our local markets delivers the results our advertisers want and need. We provide the opportunity to be a part of a nationwide online marketplace of actively engaged consumers who are ready to buy.

Contact:
Advance Digital Director of Search & Extended Reach
Email: mzaks@advance.net

30 Journal Square
Jersey City, NJ 07306

[Visit website »](#)

Yellowbook is proud to be a Google AdWords™ Premier SMB Partner

Google AdWords Premier SMB Partners (PSPs) are a hand-picked group of strategic partners that...

- ✓ meet Google's most stringent eligibility and training requirements
- ✓ are Google-trained
- ✓ have proven expertise in delivering high-performing AdWords campaigns for small and medium-sized businesses



Advantages of working with a Premier SMB Partner:

- PSPs receive the highest level of support from Google, including direct access to the latest products, technology assistance, and marketing support.
- PSPs complete Google's most extensive product and account management training.
- PSPs provide full-service Account Management, from account set-up to ongoing campaign optimization, performance reporting, and quality customer support.



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Sample Local Campaign Info/FEB

- 50 Live Campaigns...ranging from 1 month to 45 months.
- Over 9 million impressions.
- Almost 100,000 clicks.
- Over 2,000 phone calls.

➤ What is the difference between SEO & SEM?

- SEO is for Organic Ranking Results for Specific Keyword Phrases
 - SEO is used for long term results (authoritative/research)
- SEM is Advertising placed by Keywords & Geographic Target
 - SEM is used for instant results (buyers/hiring decisions)



A screenshot of a Google search results page for the keyword "hotels". The search bar at the top shows "hotels" and a "Search" button. Below the search bar, the text "Results 1 - 10 of about 571,000,000 for hotels [definition]. (0.12 seconds)" is displayed. The results are divided into two main sections: "Sponsored Links" (SEM) and "Organic Results" (SEO). The SEM section includes ads for Hotels.com, Expedia, Hotwire, Ramada, and Priceline. The SEO section includes organic search results for Hotels.com, Choice Hotels, and Travelzoo. The word "SEM" is overlaid in large white letters on the sponsored links, and "SEO" is overlaid in large white letters on the organic results.



SEO, Search Engine Optimization Benefits

Yellowbook SEO: On-Page vs. Off-Page Tactics

We utilize several different tactics in order to increase your 'organic' or natural search engine ranking:

On-page SEO is the process of designing and implementing certain key elements to make your website search engine friendly. Includes changes to:

- Title Tags
- Keywords
- Headings
- Alt Tags and Image Tags

Off-page SEO is designed to increase your online web presence and the credibility and popularity of your website through original, specialized content we will create for your business. This content will link back to your website and includes:

- Videos
- Blog Posts
- Articles
- Press Releases



SEM, Search Engine Marketing Benefits

Key benefits:

- Fully managed pay-per-click SEM campaigns
- Certified SEM specialists with extensive experience
- Full campaign transparency - easily track your ROI
- 24/7 access to our online WebReach report center
- Tracking of clicks, calls*, emails and page actions
- Campaigns built specifically for your business
- Optimization of campaigns on a regular basis
- Saves valuable time and resources for you and your company

*Optional with WebReach Classic

WebReach Basic

The perfect choice for businesses that would like guaranteed results, are new to SEM or have a limited budget

- Little to no risk; guaranteed number of clicks
- Customized landing page with vanity URL included
- Call tracking included
- WebReach team support

How does SEM work?

SEM places your ad on three major search engines, Google, Yahoo! and Bing, as well as other popular sites.

When a potential customer clicks on your ad, they are taken to either a conversion page built specifically for the campaign or to the company website. You are charged only when your ad is clicked on!

The desired outcome of SEM advertising is for the user to complete an action - call or email your business, print a coupon, fill out a "contact us" form, print directions, or view the business location information.

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So Why should we be present on line?

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☞ What is the state of social & mobile marketing?

Over 1/3
of Facebook's
600 million+
user base uses
**Facebook
Mobile**



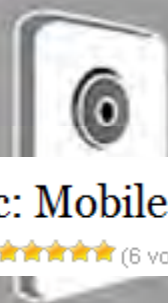
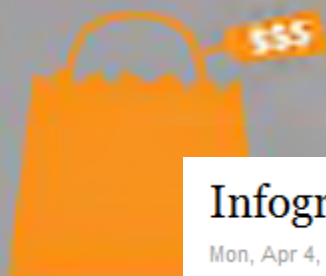
50% of them use
Twitter Mobile



📱 How has mobile usability changed?

Because of the increasing use of mobiles, their versatility is always growing...

One half
of all local searches are performed on **mobile devices**



Mobile tags provide more product information like comparison shopping offers traditional barcodes

Infographic: Mobile Statistics, Stats & Facts 2011

Mon, Apr 4, 2011

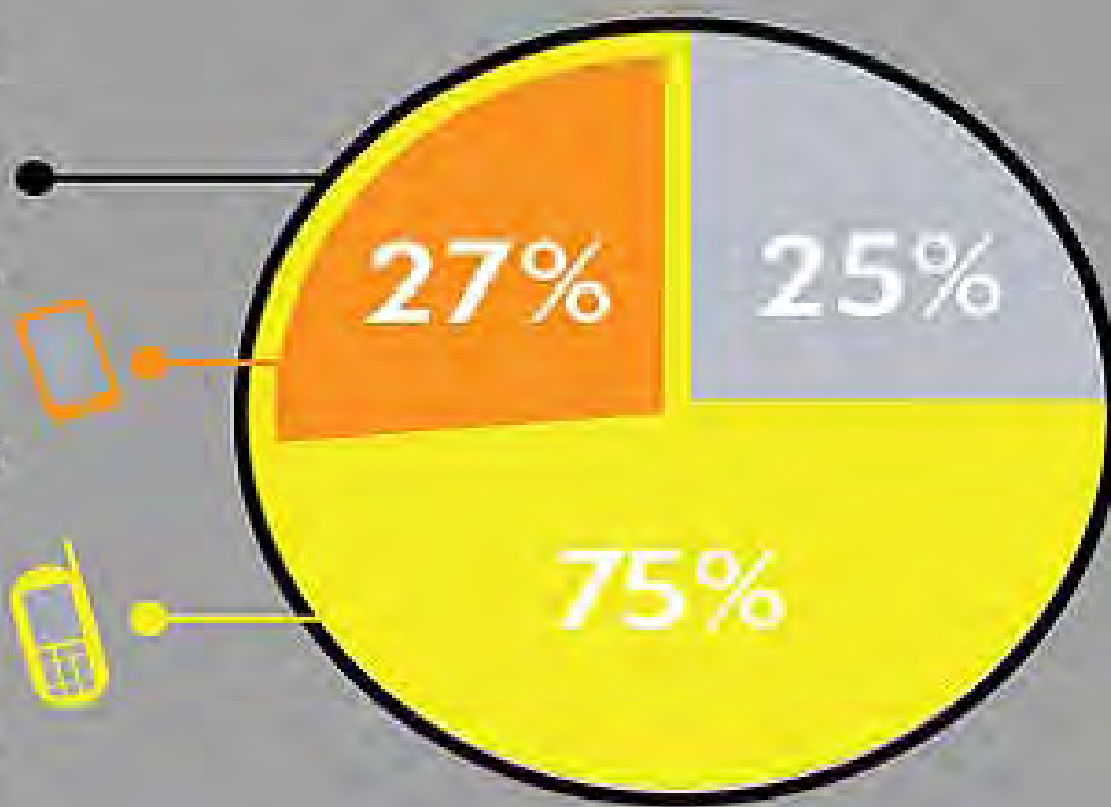
★★★★★ (6 votes, average: 5.00 out of 5)

🗨️ 134 Comments

Mobile Marketing

📱 What is the size of the mobile market?

Of the world's
4 billion mobile phones in use,
1.08 billion are smartphones
and a whopping
3.05 billion are SMS enabled
(950 million are not SMS enabled)



Smartphone users are looking for local information - **95%** in fact.¹

What you need to know:

- 82% of smartphone users notice mobile ads¹
- Clickthrough rates were **six times as high** for mobile banners than standard banners²
- 9 out of 10** mobile searches result in an action like calling or visiting a store, and **88%** of those are within a day¹

Be sure that smartphone users find your business quickly while they are on the move.

Get a mobile banner from Yellowbook today!



¹Source: <http://googlemobileads.blogspot.com/2011/04/smartphone-user-study-shows-mobile.html>

²Source: <http://www.emarketer.com/Articles/Print.aspx?1008865>

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1 in 3 mobile searches are local. After looking up a local business on their smartphone, **61%** of users called the business and **59%** visited.¹

The most frequently searched headings online are also the most referenced on yellowbook.com mobile website and applications.

Top 20 Mobile Headings²

- | | |
|--|------------------------------------|
| 1 Restaurants | 11 Glass-Auto, Plate, Window, Etc. |
| 2 Hotels & Motels | 12 Plumbers |
| 3 Pizza | 13 Dentists |
| 4 Auto Repairing | 14 Towing-Auto |
| 5 Insurance | 15 Auto Dealers-Used Cars & Vans |
| 6 Pest Control | 16 Landscape Contractors |
| 7 Air Conditioning Contractors, Systems & Repair | 17 Locks & Locksmiths |
| 8 Appliances-Home-Dlrs. & Svce. | 18 Real Estate |
| 9 Beauty Salons | 19 Tire Dealers |
| 10 Caterers | 20 Auto Body & Collision Repair |

Sign up for a yellowbook.com mobile banner today, and reach consumers who are looking for you while on the go.

¹US Mobile Smartphone consumer study, Ipsos & Google, 2010.

²Yellowbook internal Cognos report, February 2011.

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Reminder: Yellowbook customers can deliver content that's easy to navigate for users on the go with a mobile-optimized website from Yellowbook.

Selling Points

- Emphasis on phone number
- Brief company intro - perfect for reading on the go
- Larger, easy to navigate map

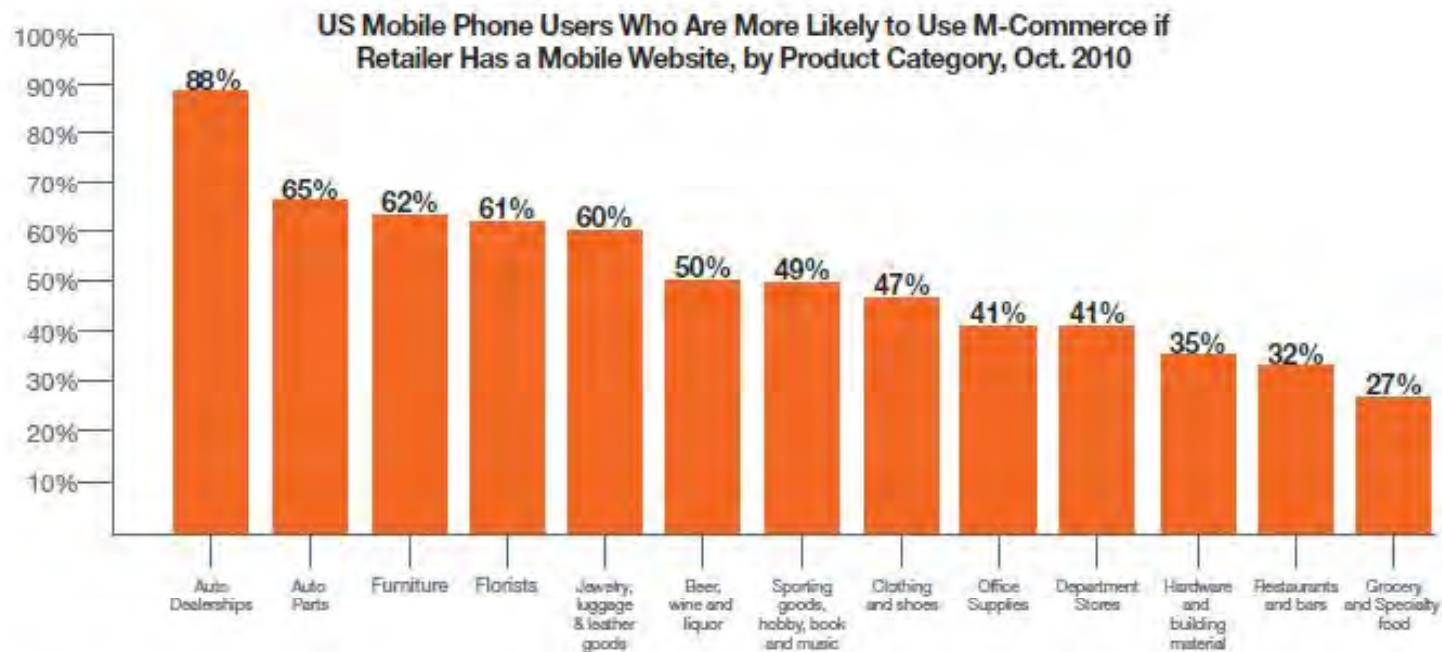
87% of smartphone owners use their mobile device to access the internet, 68% of those do it daily.*



* Source: Pew Research; Internet & American Life Project, May 2011.

Want to increase the chances of consumers buying from your business?

51% of consumers are more likely to buy from a business with a mobile website, yet less than 5% of businesses have a mobile site!



Make sure your site is user-friendly - get a mobile website from Yellowbook today!

Currently all mobile websites are one page sites.

Source: Brand Anywhere and Luth Research, "Supply & Demand of the Mobile Web for Retail," Nov. 10, 2010.

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Yellowbook's Service, no longer a Print Book...we an internet source



Options as Unique as Your Business.

- One-stop shopping for integrated print and internet multi-platform advertising solutions
- Access to millions of potential customers locally and across the country
- Local media consultants nationwide who will work with you one-on-one to plan an advertising strategy for your business
- A combination of creative advertising (to establish desire) and directional advertising (to close the sale)
- Proven results, value and return on investment
- More than 80 years of experience
- A trusted brand deeply rooted in the local business community
- Dedication, service and integrity



Thank you for your time

Questions please call Anne 2952066