


Introductions

Doug Freer
LaMar Childs



**Mastering Local Search
& Internet Marketing**

Mastering Local Search

- What are my options?
- What will I need to do?
- 5 things every company should know about Internet marketing
- What sort of traffic can I realistically expect?




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What I Will Need To Do


- Sharpen your marketing message to be focused, consistent and targeted - are you targeting a local, regional or national customer-base?
- Information should be relevant and interesting to your target market
- Update, update, update – always keep your information fresh and CURRENT



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5 Things Your Company Should Know About Internet Marketing

1. Advertising doesn't need to be expensive to be effective but it does take time
2. It's ALL Local! – Specific and local increases your chances to be found in the haystack
3. Space online is very much like real estate
4. Tell it in a video...people don't read very much
5. Track your leads or else...



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What To Expect

1. At least a full 1 year commitment
2. Well planned Internet marketing can reduce your marketing cost by 50% or more
3. Internet marketing gets easier with time
4. Campaigns of \$499/mo produce about 4 leads per week in season
5. Do it yourself if you can devote 20-30 hours a month - if not hire someone



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Adwords & Other Paid Online Marketing

- Google Pay-Per-Click
- Banner Ads
- Interstitial or Bridge Adverts
- Sponsorships



Contact Us

Backyard Marketing Group

Phone: 888-710-8389

www.BackyardMarketingGroup.com