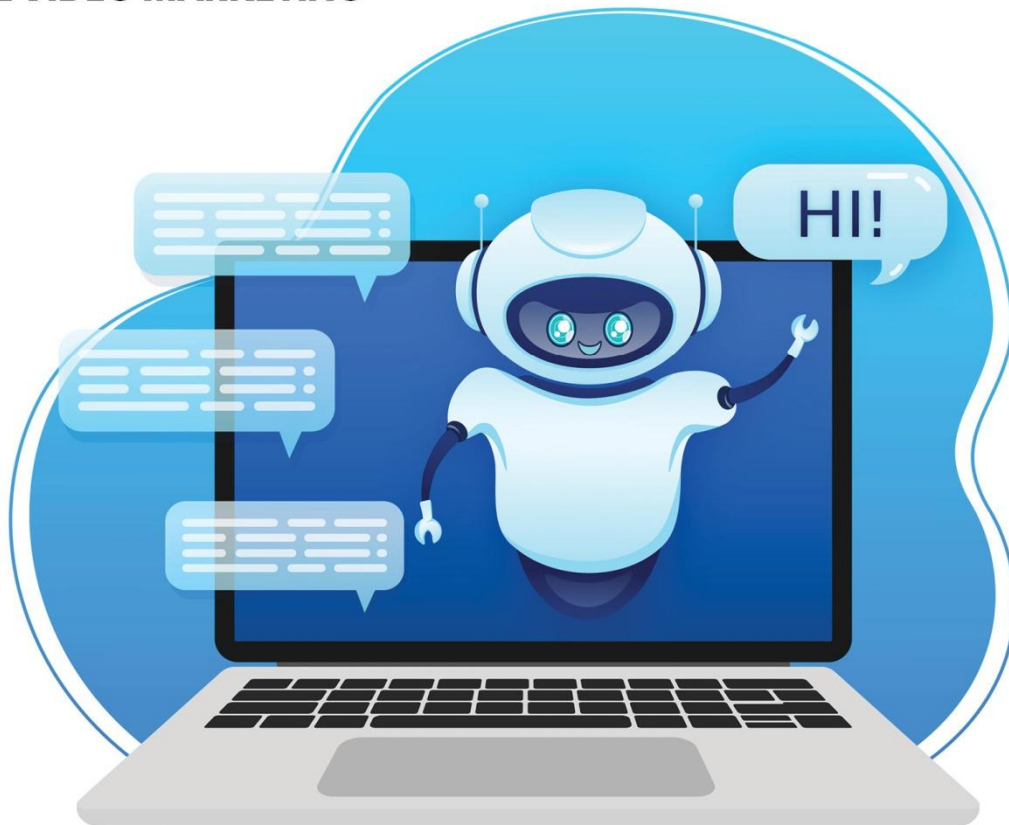


LOCAL WERX

THE
DO'S & DON'Ts
OF LOCAL VIDEO MARKETING

TOP 10 TIPS
MAXIMIZE YOUR
LOCAL PPC BUDGET



HOW TO MAXIMIZE YOUR
Small Business with
CHATGPT

HOW TO
RESTORE YOUR
ONLINE REPUTATION
IN 30 DAYS

Contents

The Do's and Don'ts of Local Video Marketing

03



A well-executed video can not only captivate but also create a lasting impression on your audience. But there are do's and don'ts that can make or break your video cam-

paigns. To truly harness its potential, it's essential to approach video marketing with a strategic mindset. Because making informed choices can help turn viewers into loyal customers. Read on to learn more!

Top 10 Tips Maximize your Local PPC Budget

09



In today's online world, Pay-Per-Click (PPC) is not just a trend, but a crucial part of marketing. Businesses face the challenge of managing

rising costs, especially when operating on tight budgets. It's not just about spending money but spending it wisely. So how can they ensure that every advertising dollar is used effectively? Keep on reading! You'll discover ways to not only manage, but also boost your ROI even when working with limited resources and still get results!

How to Maximize Your Small Business with ChatGPT

15



The surge in artificial intelligence, especially tools like ChatGPT, in our routine lives is nothing short of impressive. It's like we are living in the

future. These freely available AI solutions are making headway, streamlining many of our day-to-day tasks! So, are you curious about how ChatGPT can give your small business a leg up? Then let's get into it!

How to Restore Your Online Reputation in 30 Days

20



The family owned "Sweet Delights" bakery, once beloved, hired temporary staff who weren't trained properly and ended up upsetting loyal

customers. This resulted in damaging online reviews, harming their pristine reputation cultivated over years of serving the community. The family was devastated. But instead of wallowing, they took swift action, aiming to restore their reputation in just 30 days. Here's how they did it, and how you can too.

Welcome To

Clicks Magazine

Thanks for checking out our online marketing resource guide for small business. Each month we cover topics that resonate with local businesses just like yours.

Our goal is simple. We want to enable you to do big things online, and it all starts by breaking down the complexities of marketing your business online.

It doesn't matter if you're just starting out, or an established business owner in your local community, you can always benefit from increasing your brand's visibility online.

To your success,

Karen Estrin
LocalWerx

BROUGHT TO YOU BY

LocalWerx is the leading small business marketing service in the Phoenix area. We help small businesses build "marketing machine" to connect with more customers online.

If you want to build your business, you need to market, it's that simple. But you can lose thousands of dollars if you don't know what you are doing. So we urge you to take action with some of the strategies we recommend.

For a more "hands off" approach, we offer affordable solutions that can deliver results. We hope you enjoy this issue of LocalWerx Magazine and feel free to reach out to us anytime.



The

 **DO'S** AND **X**  **DONT'S**

OF LOCAL VIDEO MARKETING

Digital technology has made advanced marketing tools, once exclusive to big corporations, available to local businesses. One key tool among these is video marketing. After all a well-executed video can not only captivate but also create a lasting impression on your audience. But having access to video doesn't guarantee success. There are do's and don'ts that can make or break your video campaigns. To truly harness its potential, it's essential to approach video marketing with a strategic mindset. Because making informed choices can help turn viewers into loyal customers.



THE DO'S

Tell a Local Story: Local businesses have an edge that multinational corporations often struggle with – a deep, inherent connection to the community. Leverage that. Showcase your town's festivals, integrate local landmarks into your narratives, or share tales of how your business has become a part of the community fabric. Authentic local stories resonate deeply, making them more shareable and memorable.

Engage with Your Audience: Video isn't a one-way street. The most successful local businesses foster a sense of community around their brand. Encourage comments, shares, and likes. But don't stop there – engage with this feedback. Respond to comments, join local on-line groups, and be active in discussions related to your industry or locality. This doesn't just boost your video's visibility; it positions your business as a community hub.

Prioritize Quality Over Quantity: You don't need to pump out videos every day. It's better to produce one high-quality video that truly resonates with your audience than several that fall flat. Invest time in planning your content, ensuring you have good lighting and clear audio. These elements often matter more than the content itself, as they affect watchability.

Optimize for Search: What good is a brilliant video if no one sees it? Incorporate local keywords relevant to your business and community in your video titles, descriptions, and tags. This optimization ensures that your content appears prominently in local search results, whether on search engines or platforms like YouTube.





Use What You've Got: You don't need a Hollywood budget to produce compelling video content. In fact, the smartphone in your pocket, whether it's an iPhone, Samsung, or another modern device, is equipped with a camera capable of capturing high-quality video. Couple that with basic editing apps, and you're more than equipped to start your video marketing journey.

Incorporate User-Generated Content (UGC): Encourage your local customers to share their experiences with your business on video. Whether it's a review, testimonial, or a fun moment at your location, UGC can provide authentic endorsements and create a community around your brand.

Stay Updated with Trends: The world of video marketing is ever-evolving. From trending video formats to popular social challenges, being in the loop can give your content a timely and relevant edge, making it more appealing to your local audience.

Plan a Consistent Posting Schedule: Consistency can help build and retain an audience. While you don't need daily content, having a predictable posting schedule lets your audience know when to expect new videos, creating anticipation and regular engagement.



THE DON'TS

Avoid Overly Promotional Content: While the end goal is to promote your business, your content shouldn't come across as a relentless sales pitch. People are more likely to engage with content that adds value to their lives, whether that's through entertainment, information, or emotional connection. Strive for a balance between promotion and value addition.

Don't Neglect Thumbnails and Descriptions: A compelling video is of little use if no one clicks on it. Thumbnails are often the first thing people notice. Make sure they're engaging and relevant to the content. Similarly, video descriptions should be clear and enticing, drawing viewers in and giving search engines context for indexing.

Steer Clear of Long Intros: You have mere seconds to capture a viewer's attention. Prolonged introductions risk losing a sizable chunk of your audience. Dive straight into the meat of your content, ensuring viewers are hooked from the get-go.

Don't Disregard Analytics: Platforms like YouTube offer in-depth analytics. These numbers aren't just for show. They provide insights into viewer behavior, preferences, and engagement. By neglecting these analytics, you miss out on vital information that could inform and refine your future video marketing strategies.

Don't Assume One Size Fits All: Your local audience isn't monolithic. Different segments may have varying preferences. A one-size-fits-all approach to video content might not resonate with everyone. Segment your audience and, if possible, tailor content to different groups for more personalized engagement.



Don't Post and Forget: Simply posting your video isn't the end. Engage with your audience, monitor the video's performance, and adjust future strategies based on this feedback. Regularly revisiting and evaluating past content can provide invaluable insights for future campaigns.

Don't Neglect Other Platforms: While platforms like YouTube might be the giants in video content, don't overlook the potential of other social platforms like TikTok, Instagram, or even LinkedIn (depending on your business). Each platform has its own unique audience and content style.

Video marketing offers a powerful avenue for local businesses to connect with their community, tell their story, and grow their brand. However, like any tool, its efficacy depends on how you use it. By understanding and implementing the dos, and steering clear of the don'ts, local businesses can ensure they're harnessing the full potential of video in today's digital age.



TOP 10 TIPS MAXIMIZE YOUR LOCAL PPC BUDGET

In today's online world, Pay-Per-Click (PPC) is not just a trend, but a crucial part of marketing. Many businesses, both large and small, are trying to keep up with the fast-paced changes of online advertising. They face the challenge of managing rising costs, especially when operating on tight budgets. Because it's not just about spending money, but spending it wisely.

So how can we ensure that every advertising dollar is used effectively for the best local results? To help answer this, keep on reading! You'll discover ways to not only manage but also boost your ROI, even when working with limited resources. Understanding these strategies can be a game-changer for businesses aiming to stay ahead in the competitive world of digital marketing.

1. UNDERSTAND YOUR LOCAL AUDIENCE

The foundation of an effective PPC campaign rests on the bedrock of audience comprehension. Delve into local demographics, socio-economic factors, and even regional preferences. Such granular understanding can offer a roadmap for tailoring ad strategies to match the local ethos. When a business speaks the language of its audience, it's already half-way to securing a conversion.

Pro Tip: Harness advanced analytics tools to delve deeper into demographic nuances. Understanding age brackets, peak activity times, or even purchasing behaviors can be instrumental in crafting laser-focused campaigns.

2. CHOOSE THE RIGHT PPC PLATFORM

The digital advertising sphere is dotted with platforms. While Google Ads may be the Goliath, platforms like Bing Ads or even Facebook's local advertising might offer a David-like surprise. Research each platform's nuances, from user demographics to typical costs. By aligning platform strengths with your business needs, you can stretch each dollar further.

Pro Tip: If you're just dipping your toes into PPC, Bing might be a haven. Reduced competition often translates to lower CPCs, offering a gentler entry point.





3. UTILIZE KEYWORD RESEARCH TOOLS

PPC is, in many ways, a keyword game. Recognize the keywords that resonate locally. While a generic term might get more traction globally, locally optimized keywords, perhaps referencing a local landmark or festival, can do wonders. Use tools like Google's Keyword Planner or Ahrefs to unearth these hidden gems.

Pro Tip: Periodically analyze competitors. Platforms like SEMrush can provide a window into their keyword strategies, giving you a competitive edge.

4. GEO-TARGETING IS YOUR BEST FRIEND

Geography plays a pivotal role in local PPC. Imagine the waste in showing an ad for a local event to someone miles away! Platforms today allow granular geo-targeting, ensuring your ad shows up in the right place at the right time.

Pro Tip: For businesses with multiple locations, compartmentalize campaigns. A Miami-based campaign should differ from one in Seattle, even if it's for the same product or service.



5. OPTIMIZE YOUR AD COPY

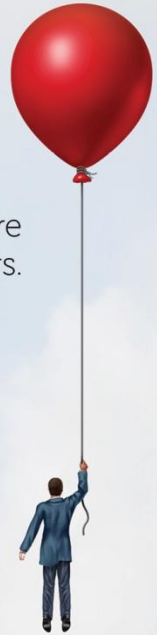
Ad copy is the first point of contact between your business and a potential customer. Infuse it with local flavor. Mentioning a local event or using vernacular can create a connection. Dynamic Keyword Insertion in Google Ads can further enhance relevance.

Pro Tip: A/B testing isn't just a luxury; it's a necessity. Periodically challenge your existing ad copy with a new variant. Let performance metrics decide the winner.

6. LANDING PAGE LOCALIZATION

The journey from an ad click to conversion culminates at the landing page. Ensure this page resonates with local sentiments. Use local testimonials, imagery, and offers. An offer during a local festival, for instance, can drive conversions.

Pro Tip: Prioritize page load times. A slight delay can cost conversions, especially with mobile users.



A woman with long dark hair is holding a bright red mug. In the background, a calendar grid is visible, showing days of the week (Su, Mo, Tu, We, Th, Fr, Sa) and numbers 1 through 31. The calendar is overlaid on a blurred background of a woman sitting at a desk with a laptop and a notebook.

| Su | Mo | Tu | We | Th | Fr | Sa |
|----|----|----|----|----|----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 | | | | |

7. EMBRACE DAYPARTING

PPC isn't just about the 'where'; it's also about the 'when'. Schedule ads when your audience is most active. For a coffee shop, it might be mornings; for a local bar, Friday evenings.

Pro Tip: Monitor dayparting strategies and adjust seasonally. Local dynamics, like school vacations or festivals, can shift peak times.

8. REGULARLY MONITOR AND ADJUST BIDS

In the PPC realm, resting on your laurels can be costly. The landscape evolves, and so should your bids. Stay proactive. Adjust based on performance metrics, ensuring you're always in the sweet spot of spending and performance.

Pro Tip: Use automated rules for efficient bid management. They can dynamically adjust bids, ensuring optimal ad placements.

9. TEST AND REFINE CONSTANTLY



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A static PPC campaign is a dormant one. Embrace a culture of constant refinement. Whether it's ad copies, landing pages, or bids, there's always room for improvement.

Pro Tip: Go beyond numbers. Use feedback tools on landing pages. User sentiments, often qualitative, can offer deeper insights than raw metrics.

10. CONTINUALLY EDUCATE YOURSELF



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The world of PPC is dynamic. Platforms evolve, user behaviors shift, and new strategies emerge. Stay updated. Attend workshops, webinars, or even local meetups. Equip yourself with the latest knowledge.

Pro Tip: Dedicate time monthly or quarterly for ongoing education. An hour spent learning can amplify campaign performance.

Navigating the nuances of PPC, especially with budget constraints, can be overwhelming to say the least. However, with the right strategies, every dollar spent can be a dollar amplified in returns. As you recalibrate your local PPC strategies, bear in mind that every campaign, every ad, every keyword is an opportunity to connect, resonate, and build lasting relationships. So, let your campaigns be more than just ads; let them be conversations with your local community.



HOW TO

MAXIMIZE

YOUR SMALL BUSINESS WITH

CHATGPT

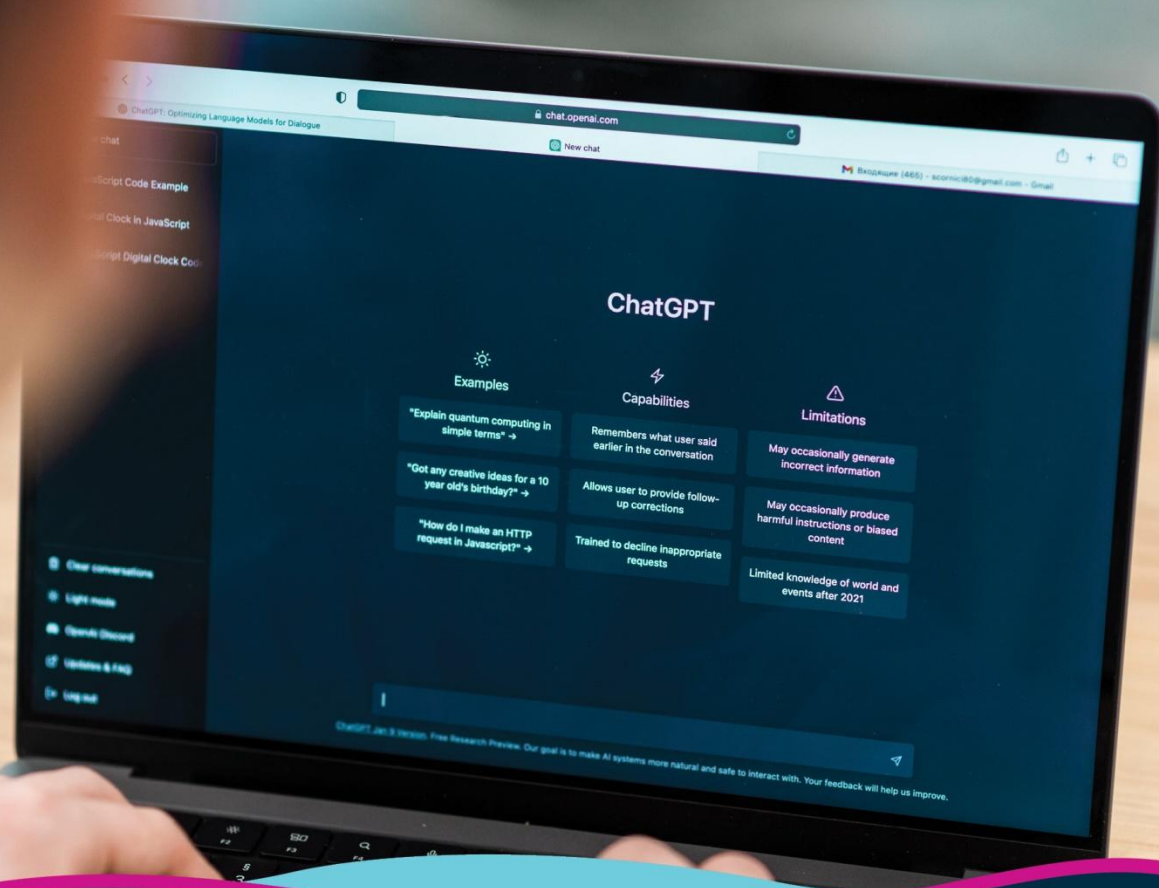


The surge in artificial intelligence, especially tools like ChatGPT, in our routine lives is nothing short of impressive. These freely available AI solutions are making headway, streamlining many of our day-to-day tasks!

Sure, they're super handy in many scenarios, like whipping up a fast text or getting a code review. But let's be real: these chat tools come with their set of hitches.

Buckle up, because In this article we'll walk you through the incredible things you can achieve with AI chat systems, specifically ChatGPT. With the GPT-4 model upgrades, it's now a dynamo at handling trickier tasks with even better precision and speed!

Curious about how ChatGPT can give your small business a leg up? Then let's get down to it!



Understanding ChatGPT: What's Under the Hood?

At its core, ChatGPT is a chatbot, supercharged by AI, that taps into natural language processing to mimic human-like interactions.

Thanks to deep learning and machine learning, OpenAI's ChatGPT deciphers the user's needs

and dishes out relevant responses. And guess what? With the chat-centric tools available, you can set off specific chat flows with simple commands or even fashion chatbots that cater to fixed queries.

ChatGPT for Small Businesses: More than Just a Chat!

ChatGPT is not your run-of-the-mill chatbot. It's a versatile beast that can juggle multiple tasks, giving your small enterprise the agility to navigate any hurdles.

Its robust API offers a seamless integration across various projects, opening up new possibilities.

2023 marked not just broad access to this API but also saw the inception of the Whisper API, now powering some top-tier apps.

A couple of big names harnessing this API are:

My AI: Snapchat's new avatar boasts of My AI, an experimental feature resting on ChatGPT, acting as a personalized chatbot!

Instacart: The grocery-shopping app is gearing up with a ChatGPT-powered chatbot to aid in your next grocery pick. Look out for the "Ask Instacart" feature launching soon.



Interested in leveraging ChatGPT for your business? Take a look at the possibilities:

Boosting Customer Service

Fuse AI tech like ChatGPT into your websites or social media, and you've got a potent tool that ensures interactive and swift customer interactions. And with the advanced prowess of ChatGPT, queries get addressed in a snap.

While ChatGPT excels in many areas, its flair for customer service is still budding.

Got your hands on an OpenAI API key? You're all set to fashion a Whatsapp chatbot. Though, you might need a bit of coding prowess. But once set, it's like having a mini-human at the other end, zipping through routine queries.

You could start with a Facebook messenger bot, or pick from numerous WordPress plugins available. Besides addressing queries, these bots also manage tasks like order tracking or setting up

appointments, leaving your team to tackle the biggies.

For those on WordPress, the AI Engine plugin can be a real game-changer. Grab it from the official repository, and you're all set to jazz up your content game.

Speedy Solutions, Happy Customers

One undeniable perk of deploying these chatbots is the sheer speed and efficiency with which they operate.

A study by Dialpad revealed that a whopping 60% of US customer support agents found AI to be a real time-saver, letting them help more users.

With almost zero wait times and instant solutions, chatbots ensure a smooth customer journey. Additionally, these little helpers collect essential insights about customer behaviors, allowing you to refine your post-sales efforts.



ChatGPT for Crafting Emails

ChatGPT's knack for churning out professional business emails is commendable. Especially handy if you're juggling multiple clients or need to shoot off a bunch of emails across sectors.

You'd be surprised at how adept ChatGPT is at crafting accurate, efficient, and audience-tailored emails.

Marketing Content with a Twist

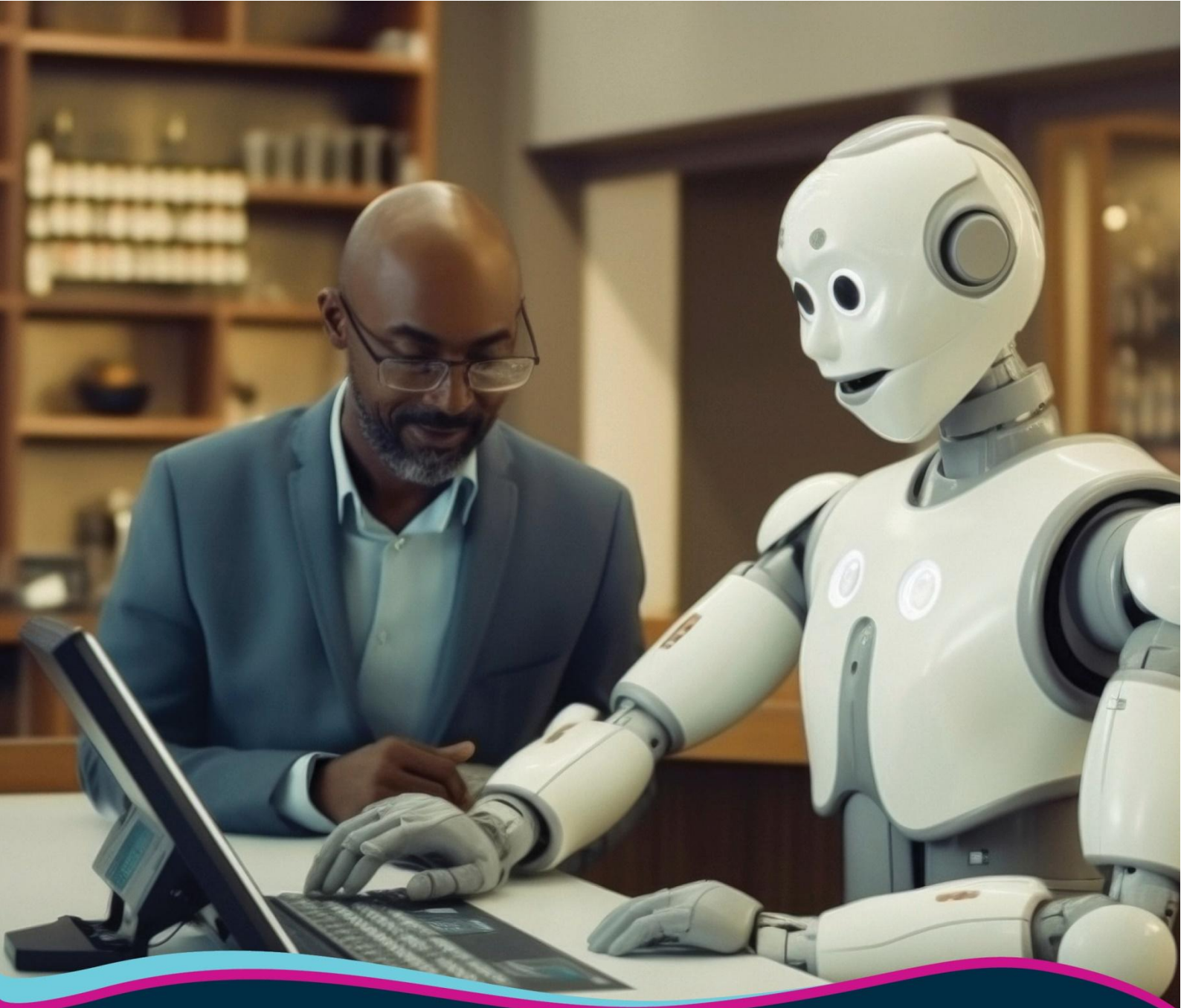
Beyond emails, ChatGPT is a gem for generating intriguing marketing content. Whether it's for a social media update or a blog post, ChatGPT can provide a fresh perspective.

A Coder's Delight

Visualize this: you've got a smashing website, but a few tweaks here and there need some coding magic. Enter ChatGPT. A godsend for novice developers, ChatGPT lets you tweak or review your site's code without breaking the bank on a pro developer.

Sales and Marketing with ChatGPT

The AI magic isn't just limited to chats. It's a treasure trove for enhancing your sales and marketing maneuvers. By serving real-time, tailored experiences, businesses can tap into ChatGPT's potential to bolster sales and refine their marketing approach.



ChatGPT: Not the Answer to Everything But...

While the wonders of AI chatbots are many, they aren't a magic pill. Though ChatGPT's capabilities are soaring, it's still not on par with human comprehension.

The trick lies in striking the perfect balance. Which is why you need to know what you're doing in order to properly implement and monitor these exciting opportunities, either yourself, or hiring professionals who are already acclimated to this new AI climate. While chatbots can ease a slew of tasks, it's crucial to blend human insight with AI prowess.

What's clear is that ChatGPT is brimming with potential for small businesses. And with the ever-evolving tech landscape, it's worth exploring how this chat wonder can push your business to new heights!



How to **Restore Your** **ONLINE REPUTATION** **IN 30 DAYS**

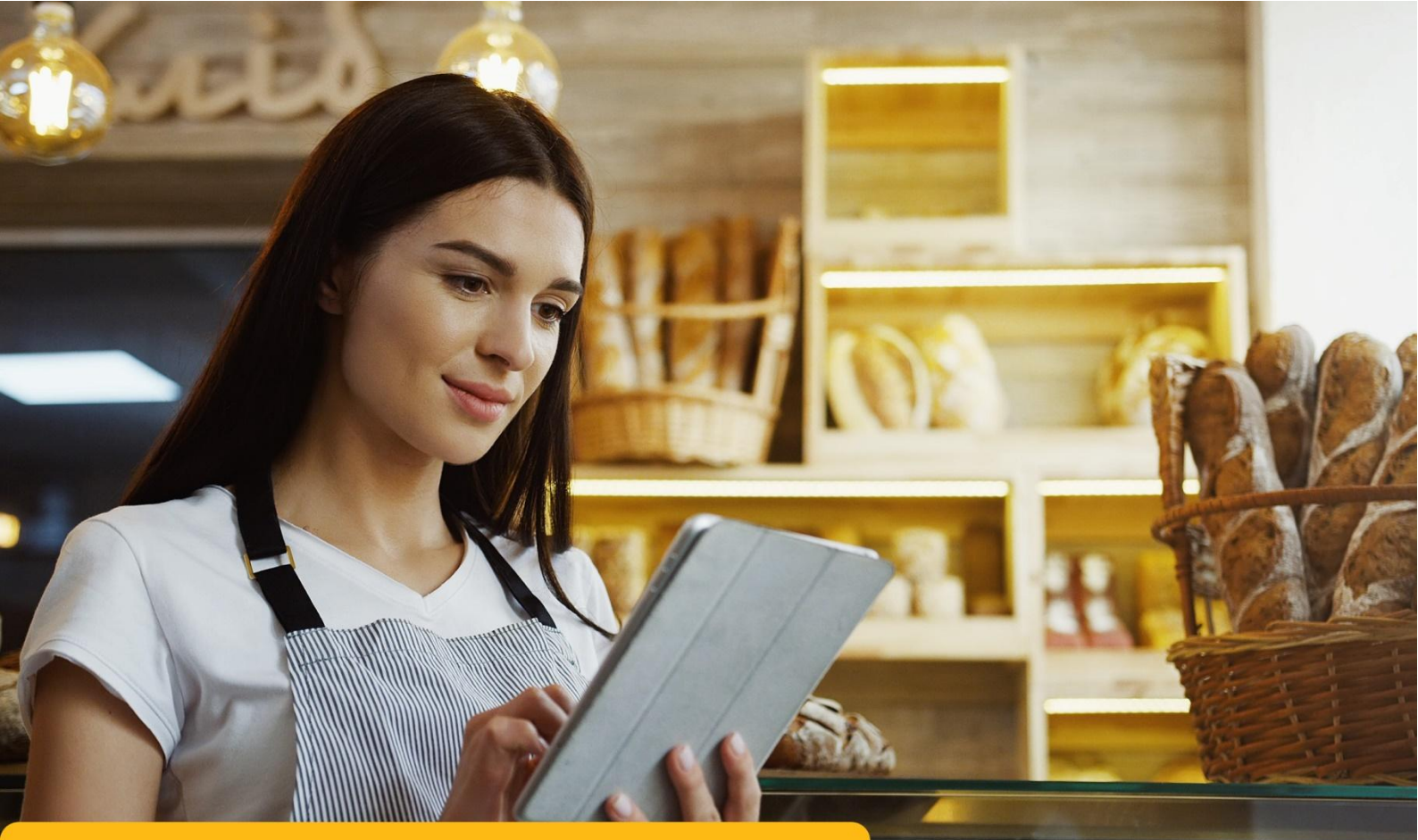
Once upon a time in a bustling town, there was a family-owned bakery called "Sweet Delights." This little shop was known for its buttery croissants and velvety chocolate cakes. However, during a particularly busy season, they hired a few temporary staff members who weren't as invested in customer service as the family was.

A group of longtime customers once walked in, excited for their weekly treat. But their visit was met with indifference and even a hint of rudeness from the new hires. Upset and feeling unvalued, these customers took to the internet, sharing their unsavory experience. Within days, a wave of negative reviews and comments started pouring in, tarnishing the previously stellar reputation of "Sweet Delights."



The family was devastated. But instead of wallowing, they took swift action, aiming to restore their reputation in just 30 days. Here's how they did it, and how you can too:

- 1. Immediate Action:** The owners of "Sweet Delights" immediately acknowledged the complaints, responding directly to the customers with heartfelt apologies and an invitation to come back for a complimentary treat. A chance to make it right.
- 2. Audit and Analyze:** They then Googled their bakery's name to understand the extent of the damage and where the negative reviews were most prominent.
- 3. Content Creation:** To counterbalance the bad press, they began sharing heartwarming stories of their bakery's history, customer testimonials, and behind-the-scenes peeks into their kitchen, emphasizing their dedication to quality and customer care.
- 4. SEO Optimization:** By collaborating with a local digital marketing expert, they ensured that positive stories and reviews ranked higher on search engines, gradually pushing down the negative comments.
- 5. Engage on Social Media:** They initiated weekly live baking sessions, interacting with viewers, answering questions, and subtly addressing the recent service mishap to show transparency.
- 6. Encourage Positive Reviews:** The bakery started a "Review & Win" campaign, where a monthly draw gave customers a chance to win a dessert hamper in exchange for their honest reviews.
- 7. Handle Negative Feedback:** Negative reviews weren't ignored. They responded to each one, empathizing, and detailing the steps taken to prevent future mishaps.
- 8. Monitor Online Presence:** Using online tools, they kept a close watch on every mention of "Sweet Delights," ensuring they were the first to know and react to any new feedback.



9. Engage with the Community: Hosting a local event, they invited the community to experience their renewed commitment to service excellence.

10. Continuous Training: To ensure no repeats, they initiated monthly training sessions for their staff, emphasizing the importance of customer service.

11. Transparency: Through newsletters and social media updates, they kept their loyal patrons informed about the changes and improvements being made.

By the end of the 30 days, not only had “Sweet Delights” managed to diminish the impact of the negative reviews, but they had also turned many angered customers into brand advocates. The incident became a testament to their dedication and adaptability.

THE SWEET DELIGHTS STORY CONTINUED...

Post the 30-day recovery period, “Sweet Delights” didn’t just stop at regaining their reputation; they took the setback as a learning experience and continued to grow their reputation stronger. Their journey provides an in-depth lesson on reputation management for local businesses everywhere.

1. The Power of Acknowledgment:

When customers feel heard, they are more likely to forgive. “Sweet Delights” not only responded to the offended customers but did so publicly, showing others that they took feedback seriously.

Tip for Businesses: Craft personalized responses instead of generic ones. This shows that you’ve genuinely taken the time to understand the complaint.



2. Holistic Online Audits:

Beyond just Google, they explored local directories, Yelp, TripAdvisor, and niche bakery forums. It's essential to cover all bases.

Tip for Businesses: Regularly schedule these audits, even if you're not currently facing reputation issues, to proactively address potential problems.

3. Strategic Content Creation:

By sharing their bakery's journey, they humanized their brand, reminding customers of the people behind the counter.

Tip for Businesses: Share successes as well as failures. It makes you relatable and fosters trust.

4. Smart SEO Moves:

Negative listings were naturally pushed down Google's results page by producing high-quality, engaging content that people wanted to read and share.

Tip for Businesses: Invest in a blog or a news section on your website. Consistent, positive content can work wonders for SEO.

5. Authentic Social Media Engagement:

Their live baking sessions weren't just promotional but also showcased their expertise and commitment.

Tip for Businesses: Use social media to connect, not just broadcast. Engage in two-way conversations.



6. Cultivate Positive Reviews:

Their “Review & Win” campaign not only gathered reviews but also increased foot traffic and sales.

Tip for Businesses: Always encourage feedback. But remember, incentives should not influence the content or direction of the review.

7. Tactful Handling of Negative Feedback:

They didn’t just placate; they showcased their proactive measures to prevent future errors.

Tip for Businesses: A well-resolved complaint can turn a disgruntled customer into a loyal one.

8. Active Online Monitoring:

This ensured they were never caught off-guard.

Tip for Businesses: Tools like Google Alerts or Mention can automate this process.

9. Engaging the Local Community:

Their event reinforced their position as a community-centric bakery.

Tip for Businesses: Regularly participate in or host local events to stay connected.



10. Ongoing Staff Training:

- They realized the importance of ensuring every team member represented their brand's ethos.

Tip for Businesses: Investing in your staff is indirectly investing in your brand image.

11. Maintaining Transparency:

- Open communication nurtured trust among their patrons.

Tip for Businesses: In newsletters or communications, celebrate improvements and address concerns openly.

The resilience shown by "Sweet Delights" is a beacon for businesses everywhere. With determination and the right strategies, any problem can be transformed into an opportunity for growth. In an age where a single review can drastically alter public perception, it's crucial to remember a few things:

- Openness Wins: The way a brand acknowledges its mistakes speaks volumes more than the mistake itself.

- Customer is King: Engaging genuinely with customers, understanding their needs, and acting on feedback can set you apart.

- Employees are Brand Ambassadors: A well-trained, empathetic staff can be your biggest asset in building and maintaining a solid reputation.

- Stay Vigilant: The online world is ever-evolving, and regular checks are essential to stay ahead of potential issues.

In conclusion, restoring online reputation isn't merely about countering negative voices; it's about amplifying the positive, staying engaged, and consistently delivering value. It's a journey, not a destination. And as "Sweet Delights" shows, with dedication and the right approach, any business can turn their story around.

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