

# LOCAL WERX

Local Marketing Solutions for Small Business

**W H Y**    
**ONLINE DIRECTORIES**  
**Matter to**  
**Local Businesses**

 **9 Killer**  
**VOICEMAIL HACKS**   
That'll *Seal the Deal*



Mastering Email Marketing:  
**10 PRO TIPS**  
 **THAT DELIVER RESULTS**

Grow Your Brand on  
the Cheap with These  
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## Welcome To LocalWerx 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

### 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.



# WHY ONLINE DIRECTORIES MATTER TO LOCAL BUSINESSES

Believe it or not, online directories are often overlooked and underappreciated but in reality they are a game-changer for local businesses. They bridge the gap between businesses and the tech-savvy consumer, offering critical visibility where it matters most. As consumer habits increasingly favor online searches, these directories have become essential tools for businesses to get noticed and stay competitive. This article cuts to the heart of why online directories are not just useful, but vital for local businesses aiming to thrive in the bustling digital marketplace.



## ENHANCED ONLINE VISIBILITY

**Expanding Your Digital Footprint:** Online directories significantly amplify a business's visibility. By featuring in these directories, local businesses can tap into a wider audience base. This is crucial in an era where a majority of consumers rely on internet searches to find local services and products. A presence in online directories ensures that businesses are visible in the very spaces where potential customers are actively searching.

### KEY DIRECTORIES FOR VISIBILITY

**Bing Places for Business:** It's vital for capturing the audience that prefers Bing over other search engines.

**Yelp:** Especially crucial for service-oriented businesses, Yelp is known for its influential customer reviews and ratings.

**Apple Maps:** Listing on Apple Maps is important for reaching the vast number of iOS users who use this app for local searches.

### EXPANDING ON DIRECTORY BENEFITS

✓ **Industry-Specific Directories:** Besides general directories, listing in industry-specific directories like TripAdvisor for travel and hospitality, or Zomato for restaurants, can lead to targeted visibility.

✓ **Local Business Listings:** Utilizing local business directories or listings provided by local chambers of commerce can directly connect businesses with their local community.



## BOOSTING LOCAL SEO

**Enhancing Search Engine Rankings:** Online directories are a boon for local SEO. They provide authoritative backlinks, which are key factors in search engine algorithms. By having a business listed in these directories, it gains more than just visibility; it improves its chances of ranking higher in search results, particularly for local queries.

### IMPORTANT DIRECTORIES FOR SEO

**Foursquare:** This directory is beneficial for businesses aiming to improve local visibility through location-based services.

**Manta:** It offers an opportunity for small businesses to enhance their local SEO footprint with comprehensive profiles.

### DEEPENING SEO IMPACT

✔ **Consistent NAP Information:** Ensuring consistent Name, Address, and Phone Number (NAP) information across all directories aids in reinforcing a business's local SEO.

✔ **Keyword Optimization:** Including relevant local and business-specific keywords in directory profiles can further enhance SEO efforts.



## BUILDING CREDIBILITY AND TRUST

**Leveraging Customer Reviews for Reputation Management:** In the digital age, customer reviews are akin to personal recommendations. Positive reviews on platforms like Yelp or TripAdvisor can sway potential customers, enhancing a business's reputation and trustworthiness.

### THE POWER OF CUSTOMER FEEDBACK

- ✔ **Active Engagement:** Responding to reviews, both positive and negative, shows that a business values its customers and is open to feedback.
- ✔ **Encouraging Reviews:** Actively encouraging satisfied customers to leave reviews can lead to a stronger online reputation.

### COST-EFFECTIVE MARKETING

**Budget-Friendly Online Presence:** For many small and medium-sized businesses, marketing budgets are limited. Online directories offer a cost-effective way to increase a business's online presence. With options ranging from free listings to premium placements, these directories provide businesses with flexible and affordable marketing solutions.

### STRATEGIC USE OF DIRECTORIES FOR MARKETING

- ✔ **Selecting the Right Directories:** Choosing directories that align with the business's target audience and industry can lead to more effective marketing.
- ✔ **Maximizing Directory Features:** Utilizing features like adding promotions, events, or special offers in directory listings can enhance marketing efforts.

# TIPS FOR EFFECTIVE DIRECTORY MANAGEMENT

**Maximizing Directory Potential:** Effective management of directory listings is crucial. This involves more than just creating a listing; it's about maintaining and optimizing these listings for maximum impact.



## CONSISTENCY IN LISTINGS:

Inconsistent information across directories can harm SEO and confuse customers. It's crucial to maintain uniformity in NAP details.

## RESPOND TO REVIEWS:

Engaging with customer feedback is essential. This not only builds trust but also gives insights into customer experiences.



## REGULAR UPDATES:

Keeping information up-to-date is vital. This includes revising operating hours, contact details, and responding to changes in services.

## HIGH-QUALITY IMAGES:

Visually appealing, high-resolution images can make a listing stand out and positively influence customer perception.



## LEVERAGE LOCAL KEYWORDS:

Using relevant keywords in business descriptions and profiles can improve local search visibility.

## MONITOR LISTINGS:

Regularly check listings for accuracy and unauthorized changes to maintain a credible online presence.



# TOP DIRECTORIES EVERY BUSINESS SHOULD BE LISTED ON

Here's a cheat sheet of the top 25 online directories where you would want your business to be listed, along with the reasons why they are beneficial:



## Google Business Profile

(formerly Google My Business): The most widely used search engine, ideal for local SEO and visibility in Google searches and maps.



**Bing Places for Business:** A significant search engine alternative to Google, important for reaching a different user base.



**Yelp:** Popular for customer reviews, essential for businesses in hospitality, services, and restaurants.



**Facebook Business Pages:** A vast social network providing businesses with opportunities for engagement and visibility.



**Apple Maps:** Important for reaching iOS users, integral for businesses relying on local searches.



**LinkedIn Company Directory:** Ideal for B2B businesses and professional networking.



**TripAdvisor:** Essential for travel, tourism, and hospitality businesses.



**Yellow Pages:** A digital version of the traditional phone directory, useful for a broad audience reach.



**Foursquare:** Offers location-based recommendations, beneficial for local SEO and discovery.



**Better Business Bureau (BBB):** Adds credibility and trust, especially for businesses in North America.



**Angi (formerly Angie's List):** Great for service-oriented businesses, particularly in home services.



**Zomato (formerly Urbanspoon):** Key for restaurants and eateries, provides reviews and ratings.





**Manta:** Good for small businesses to enhance local SEO through detailed business profiles.



**Nextdoor:** A neighborhood app great for local businesses targeting community-based clientele.



**Thumbtack**

**Thumbtack:** Ideal for local service providers, from home repairs to event planning.



**MapQuest:** Useful for businesses looking to improve location-based search visibility.



**MerchantCircle:** Targets local small business communities, offers networking and marketing tools.



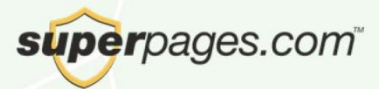
**Chamber of Commerce:** Local chamber listings can provide authoritative backlinks and community-focused visibility.



**Hotfrog:** Offers business listings and marketing tools, good for local SEO.



**Citysearch:** A directory helpful for local businesses in larger cities, covers a range of categories.



**Superpages:** Offers a comprehensive directory and a suite of marketing tools.



**Local.com:** Focuses on local listings, good for businesses seeking local market penetration.



**DexKnows:** An online business directory that helps locals find relevant services in their area.



**BizJournals.com:** Offers business listings in conjunction with business news and resources.



**Craigslist:** While not a traditional directory, it's useful for local advertising and reaching a broad audience.



Think of online directories as your business's digital megaphone. They're not just some dusty phonebook of the past; they're dynamic, interactive platforms that shout out your business's name in the crowded online world. Imagine being able to wave a flag that says, "Hey, here we are, come check us out!" That's what these directories do. They're like having a personal guide leading customers right to your doorstep. And the best part? It's like having an all-access pass to the best SEO party in town, boosting your visibility without breaking the bank.

So, what's the bottom line? If you're running a local business and not using online directories, you're missing out—big time. It's like showing up to a costume party without a costume. These directories are your ticket to being noticed, building trust, and getting those digital thumbs-ups from customers. In today's world, where everyone Googles everything, being on these platforms is not just smart, it's essential. They're the secret sauce to making your business sizzle online!



**9 KILLER**

**VOICEMAIL HACKS** ∞

**THAT'LL SEAL THE DEAL**

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When it comes to sales, voicemail can sometimes feel like a shot in the dark. You leave a message, cross your fingers, and hope for a callback. But what if I told you there are innovative voicemail techniques that can skyrocket your chances of closing deals? Buckle up as we explore these eight game-changing hacks to make your voicemails stand out and drive sales.

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## 1. GET REAL WITH YOUR EXPECTATIONS



Ever felt disappointed when prospects don't return your calls? It's time to set the record straight. Most decision-makers are drowning in work and flooded with sales calls. So, don't take it personally if they don't hit you back right away. It's not a reflection of your skills; it's just the reality of their busy lives.

## 2. MIX IT UP: SILENCE SPEAKS VOLUMES



Here's the deal: don't drop a voicemail bomb every time you call. Instead, switch things up. If you're dialing a prospect repeatedly in a week, slide in a voicemail every fifth try. When your calls are spread out, leave a voicemail once every couple of weeks. This way, you won't come across as a relentless sales machine, and you'll have fresh voicemails in your arsenal.





### 3. BE THE INFORMATIVE GURU



The ultimate goal of any voicemail is to get that call back. But let's not bore your prospects with the same old sales spiel. Ditch the generic stuff like, "Hi, I'm [name] from [company], let's schedule a meeting." Instead, be the informative guru:

"Hey [prospect], it's [name] from [company]. We've noticed that many folks in your role struggle with:

- Common pain point #1
- Common pain point #2
- Common pain point #3

I'll ping you again next week. If you want to chat in the meantime, ring me up at [phone number]. This is [name] from [company], looking forward to our chat."

### 4. SAY NO TO SALESY JARGON



Guess what? Your prospects are drowning in a sea of sales jargon. Let's stand out by keeping it real:

- Steer clear of buzzwords and industry gibberish.
- Avoid clichés like, "Want to save X?"
- Forget about pushing for a meeting right away.

Instead, show genuine interest. Mention something unique about their company or goals. Be relatable.





## 5. THE TIMING MATTERS VOICEMAIL

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Timing can be crucial in sales. Research shows that it takes an average of 8 to 12 touchpoints with a prospect before they engage or say yes. Incorporate this valuable statistic into your voicemail strategy. For example:

"Hello [Prospect's Name], this is [Your Name] from [Your Company]. Did you know that, on average, it takes about 8 to 12 meaningful interactions before a prospect is ready to move forward? I'd like to start that journey with you. Let's connect and discuss how we can achieve your goals together. Please give me a call back at [Your Phone Number]."

By acknowledging the importance of multiple touchpoints, you not only set realistic expectations but also emphasize your commitment to building a lasting relationship with the prospect. It's a subtle way to convey that you're in it for the long haul and not just a one-time sales pitch.

## 5. LESS TALK ABOUT YOU, MORE ABOUT THEM

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Your voicemail isn't a sales pitch platform. Save the product rants for later. Right now, you want to ignite curiosity, not shove your offerings down their throat. Focus on how you solve their problems, share success stories, and highlight the value you bring.

## 6. MIX IT UP WITH EVERY MESSAGE

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Don't squeeze your entire pitch into one voicemail. Spread the magic across multiple messages:

- Message #1:** Spotlight those pesky pain points.
- Message #2:** Flex your problem-solving muscles.
- Message #3:** Share a success tale.
- Message #4:** Break down the ROI you typically deliver.
- Message #5:** Show what sets you apart from the pack.





## 7. DOUBLE DOWN WITH EMAILS



After a voicemail, don't drop the ball. Send them an email pronto. It's visual proof of your existence, complete with a link to your website. Plus, it's easier for them to hit "reply" to an email than to dial a number.

## 8. DON'T WAIT FOR A CALLBACK



Take charge of the situation. Don't ask them to call you back. Instead, keep the ball rolling:

"I'll catch up with you next week. If you need me before that, here's my number: [phone number]."

These voicemail hacks are your ticket to boosting prospect engagement and sealing the deal. Mix patience and persistence with a dash of creativity, and your voicemails will become deal-closing machines. So, go out there, leave killer voicemails, and watch your sales soar!



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Mastering Email Marketing:

**PRO TIPS**

that **DELIVER RESULTS**



Email marketing has been a staple in the digital marketing toolbox for years, and for good reason. It offers a cost-effective way to reach your audience, nurture leads, and drive conversions. Within this guide, you'll uncover ten advanced tips to sharpen your email marketing skills, enabling you to thrive in a fiercely competitive environment.



## 1. Segmentation: Your Secret Weapon

Segmentation is the cornerstone of effective email marketing. It involves categorizing your subscribers into distinct groups based on various criteria, such as demographics, behavior, interests, or purchase history. By understanding the unique preferences and needs of each segment, you can craft tailored content that resonates.

**Bonus Tip:** Beyond demographic data, consider segmenting based on engagement level. Create a segment for highly engaged subscribers who consistently open and click your emails. Reward them with exclusive content or special offers to maintain their enthusiasm.

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## 2. Subject Lines That Demand Attention

Your subject line plays a pivotal role in whether your email gets opened or ignored. To craft compelling subject lines, consider using tactics like curiosity, urgency, personalization, or storytelling. Experiment with different approaches to see what resonates best with your audience. Remember that clarity is crucial; your subject line should align with the email's content.

**Bonus tip:** Incorporate emojis sparingly in subject lines. Emojis can add visual appeal and convey emotion, but use them judiciously to avoid looking unprofessional or gimmicky.

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## 3. Personalization: More Than Just a Name

While addressing subscribers by their first names is a good start, true personalization goes further. Leverage data to create highly relevant content. For instance, recommend products or services based on past purchases or browsing history. Behavioral triggers, such as abandoned carts or anniversary milestones, can also trigger personalized emails that foster a deeper connection.

**Bonus Tip:** Implement dynamic content blocks that adapt to each subscriber's behavior and preferences. For instance, showcase different products or recommendations based on their past interactions with your emails or website.

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#### 4. Quality Over Quantity

Sending frequent emails may seem like a good strategy, but it can lead to subscriber fatigue. Instead, prioritize sending high-quality content that offers real value. Educational resources, entertaining stories, and problem-solving guides are more likely to engage your audience and keep them eagerly awaiting your next email.

**Bonus Tip:** Create a content calendar to plan your email campaigns strategically. Align your emails with seasonal trends, product launches, or industry events to ensure your content remains timely and relevant.

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#### 5. Mobile Matters Most

Mobile optimization is non-negotiable. With the majority of email opens occurring on mobile devices, ensure your emails are responsive and visually appealing on small screens. Use a mobile-responsive template, keep paragraphs concise, and use larger fonts and CTA buttons for easy navigation.

**Bonus Tip:** Conduct thorough testing on various mobile devices and email clients to guarantee flawless rendering. Pay attention to how your email appears on both Android and iOS platforms, as they may have different rendering behaviors.

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## 6. A/B Testing: Unleash Your Creativity

A/B testing, also known as split testing, is the practice of comparing two versions of an email to determine which performs better. Experiment with different elements such as subject lines, email copy, visuals, calls to action (CTAs), and send times. Over time, this data-driven approach helps you refine your email strategy and maximize engagement.

**Bonus Tip:** Start with small, incremental changes in your A/B tests. Gradual adjustments to elements like button colors or CTA text can provide valuable insights into what resonates with your audience.

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## 7. Automation: Your Time-Saver

Email automation empowers you to deliver timely, relevant messages without constant manual effort. Set up workflows for tasks like onboarding new subscribers, nurturing leads, or recovering abandoned carts. Automation ensures that you're always present in your subscribers' inboxes, even when you're not actively sending emails.

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**Bonus Tip:** Implement lead scoring within your automation workflows. Assign points to different subscriber actions, such as email opens, clicks, or downloads. When a subscriber reaches a predefined score, trigger a personalized email or alert your sales team to follow up.

## 8. Clean Up Your List

A pristine email list is essential for maintaining a strong sender reputation and high deliverability rates. Regularly remove inactive or bounced email addresses from your list. This practice not only improves your email performance but also helps you save costs by not paying for unengaged subscribers.

**Bonus Tip:** Conduct re-engagement campaigns for dormant subscribers before removing them from your list. Send a series of targeted emails aimed at rekindling their interest. Those who remain unengaged can then be safely removed.

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## 9. Stay Legit and Compliant

Email marketing regulations, such as GDPR or CAN-SPAM Act, exist to protect consumers' privacy. To stay on the right side of the law and maintain trust with your audience, ensure your emails include a clear opt-out option and that you have proper consent to send emails. Familiarize yourself with the legal requirements in your target regions.

**Bonus Tip:** Leverage double opt-in (confirmed opt-in) to enhance consent and comply with regulations. After users subscribe, send a confirmation email requiring them to click a link to confirm their subscription. This not only ensures compliance but also verifies the validity of email addresses.

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## 10. Analyze, Adapt, Succeed

Successful email marketing is an iterative process. Regularly analyze key metrics, including open rates, click-through rates, conversion rates, and unsubscribe rates. Use these insights to adapt your strategies, experiment with new approaches, and stay ahead of industry trends. Email marketing is dynamic, and staying agile is key to long-term success.

**Bonus Tip:** Create a comprehensive email marketing dashboard that consolidates key metrics from different platforms. Tools like Google Data Studio can help you visualize and analyze your email performance more efficiently.

In conclusion, email marketing remains a potent tool for businesses, but it requires a strategic approach. Incorporating these pro tips into your email marketing strategy will elevate your campaigns to new heights, driving better engagement, conversion rates, and long-term customer relationships. Stay ahead of the curve by mastering the nuances of email marketing, and watch your business thrive!



Grow Your **Brand** on the **Cheap** with These

# ZERO COST

## Social Media Growth Strategies

**I**n an era where social media can make or break a business, having a strong online presence is invaluable, especially for local businesses. But how can you expand your social reach without tapping into your funds? This in-depth guide will walk you through various no-cost strategies to not only grow your social media fans and followers but also to engage and retain them effectively.



## Section 1: Deep Dive into Your Audience

- > **Understand Who Your Audience Is:** Use tools like Facebook Insights and Instagram Analytics to get detailed information about your audience's demographics, interests, and online behaviors.
- > **Listen and Learn:** Regularly monitor customer reviews, comments, and social media discussions related to your business and industry. This will provide insights into what your audience values and is interested in.
- > **Profile Your Ideal Customer:** Create a detailed profile of your typical customer. What are their hobbies? What local events might they attend? This will guide your content strategy.

## Section 2: Master Content Creation

- > **Capitalize on Community Events:** Share and create content around local events, festivals, or holidays. This demonstrates your involvement in the community and can increase your local relevance.
- > **Educate, Entertain, Engage:** Your content should do at least one of these. Share tips, industry news, or fun facts. Humor, especially related to local quirks or experiences, can also be a big hit.
- > **Video Content:** Videos often have higher engagement rates. Share short, engaging videos that showcase your products, services, or behind-the-scenes peeks.
- > **User-Generated Content:** Host photo contests or feature customer stories. This not only provides you with content but also makes your customers feel part of your brand's community.

# NOT SURE WHERE TO START?

Here are three creative and practical ideas that local businesses can try to enhance their social media presence and engagement:

## 1 Local Spotlight Series:



**Idea:** Create a weekly or monthly spotlight series featuring other local businesses, community leaders, or notable residents. This fosters community spirit and encourages cross-promotion.



**Implementation:** Interview a local business owner or community figure and share their story on your social media. Include photos or videos of their business or activities. Tag them and encourage them to share the post, increasing visibility for both parties.

## 2 Customer-Driven Content Contest:



**Idea:** Host a contest where customers create content related to your business.



**Implementation:** Encourage customers to post photos, videos, or stories using your products or services with a unique hashtag. Select winners based on creativity or through a random draw and feature them on your social media. Offer prizes like discounts, freebies, or a feature on your social media. This not only generates content but also increases customer engagement and loyalty.

## 3 Weekly Themed Posts or Challenges:



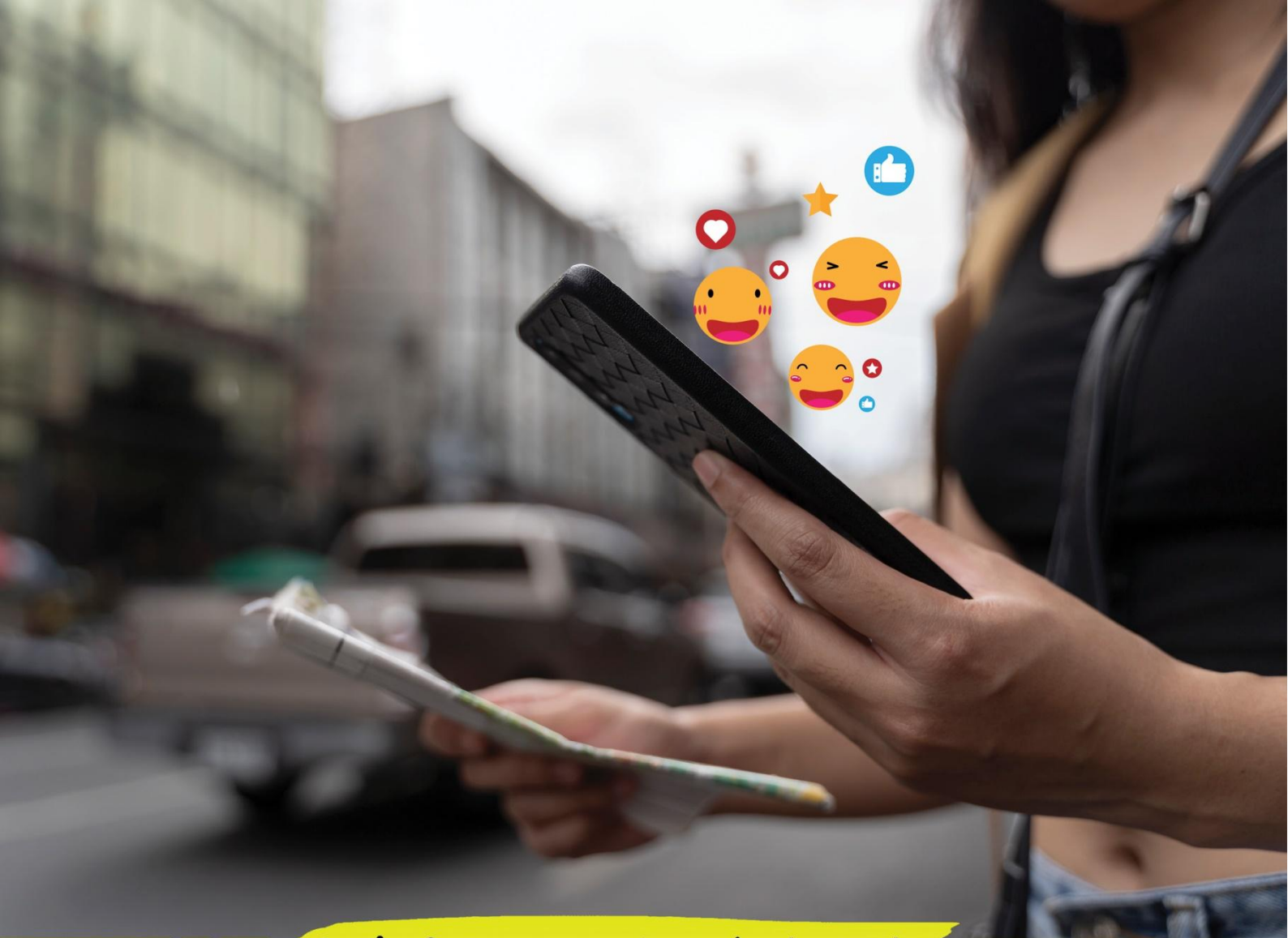
**Idea:** Create a series of weekly themed posts or challenges that encourage audience participation.



**Implementation:** Themes could include *#TriviaTuesday* about local history, *#ThrowbackThursday* featuring historical photos of your town, or *#MotivationMonday* offering inspiration from local success stories. Encourage followers to participate by sharing their own stories, photos, or answers in the comments. This creates regular engagement opportunities and can become something followers look forward to each week.

Each of these ideas is designed to boost engagement, foster community spirit, and enhance the visibility of a local business on social media. They encourage participation and sharing, which can significantly expand a business's reach and attract new followers organically..





### Section 3: Engagement Strategies that Work

> **Encourage Interaction:** End your posts with a question or call-to-action that encourages responses. "Tag a friend who..." or "Share your thoughts below" are simple yet effective.

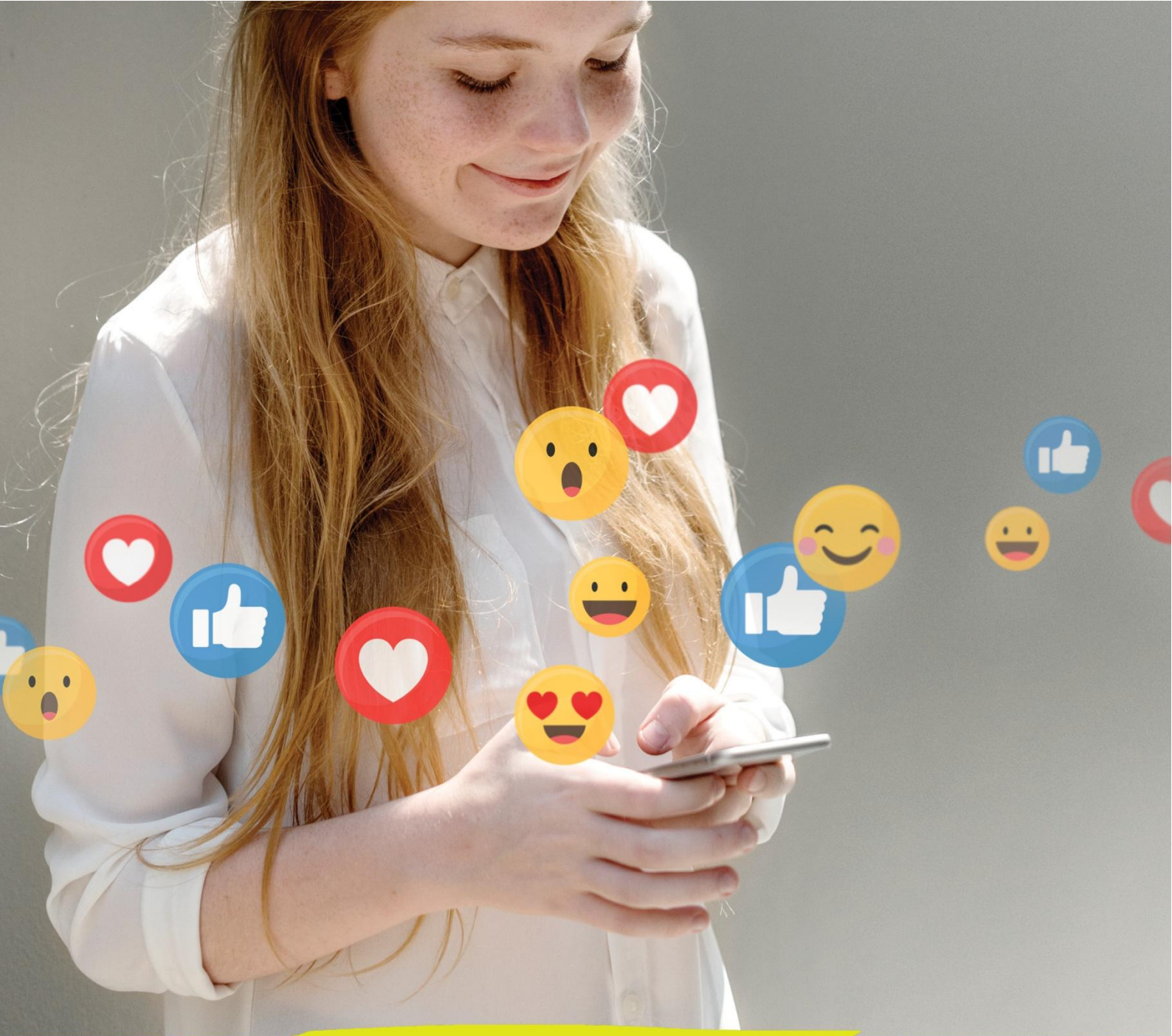
> **Live Sessions and Stories:** Utilize live video sessions to interact with your audience in real time. Q&A sessions, live product demonstrations, or a day-in-the-life at your business can be very engaging.

Create Polls and Surveys: These are great for interaction and also provide valuable feedback and insights from your followers.

### Section 4: Collaborate and Network

> **Partner with Local Influencers and Businesses:** Find local influencers or businesses with whom you can collaborate on giveaways, events, or content exchange. This exposes your brand to a broader, yet still targeted, audience.

> **Join and Contribute to Local Online Communities:** Actively participate in local Facebook groups, Twitter chats, or LinkedIn groups. Offer valuable advice and insights without directly selling your services.



### **Section 5: Plan for Each Platform**

**Customize Your Approach for Each Platform:** Tailor your content to fit the unique style and audience of each social media platform. What works on Instagram might not work on LinkedIn.

**Explore New Features and Trends:** Platforms like TikTok or the use of AR filters on Instagram are gaining popularity. Experiment with these trends to keep your content fresh and engaging.

### **Section 6: Be Consistent and Adapt**

**Consistent Content Schedule:** A regular posting schedule keeps your audience engaged and your brand top-of-mind. Utilize scheduling tools to maintain a steady stream of content.

**Track, Analyze, and Adapt:** Regularly review your analytics to see what's working. Don't be afraid to change your strategy based on what the data tells you.



## Section 6: Build a Social Media Community

**Foster Relationships:** Respond to comments, message your followers, and engage with their content. Building relationships turns followers into brand advocates.

**Create Exclusive Groups:** Consider creating exclusive groups for your most engaged customers or local community members. This can create a sense of belonging and loyalty.

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Growing your social media presence without spending money is a challenge, but with the right strategies, it's entirely achievable. By understanding your audience, creating engaging content, fostering community interaction, and staying adaptable, you can build a vibrant online community that supports and grows with your local business.

Select a few strategies from this guide and start implementing them today. Remember, consistency and engagement are key. Track your progress, be willing to learn and adapt, and watch as your social media presence flourishes, bolstering your business along the way.

# Are You Satisfied With The Amount Of Quality Traffic Your Website Generates Online?



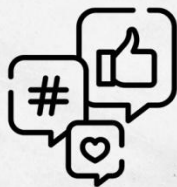
If you are currently generating more business online than you can handle...  
***Congratulations! That's a great problem to have.***

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Your customers are already online, we simply help you position your business in front of people already looking for what you have to offer.



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