

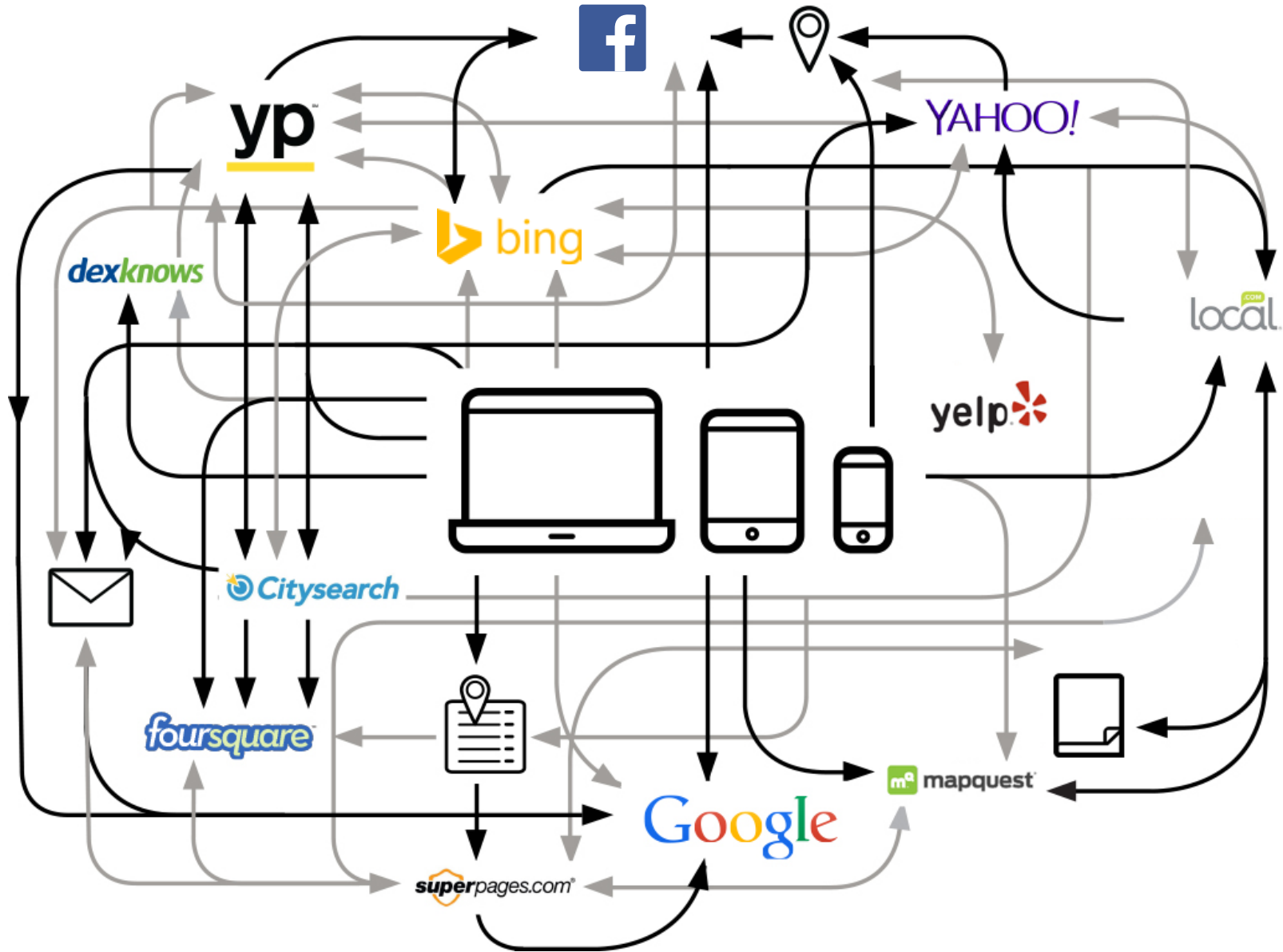


The even-more-powerful
Yellow Pages

YPSM Digital Solutions

ypSM marketing
solutions

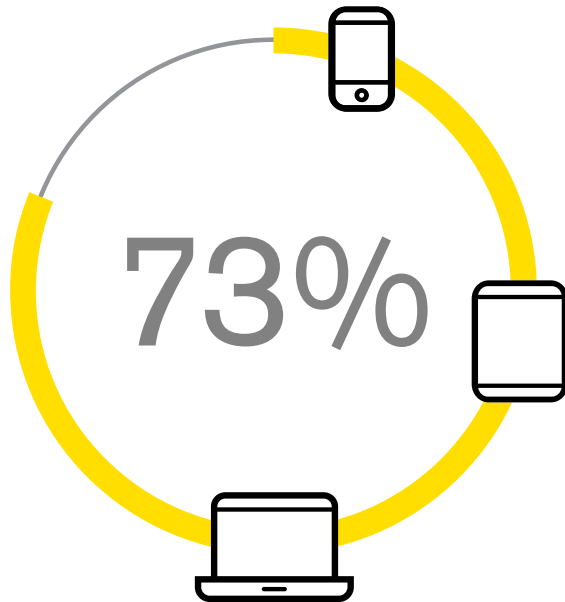
Online marketing has become complex.



Here's where things get really complicated.

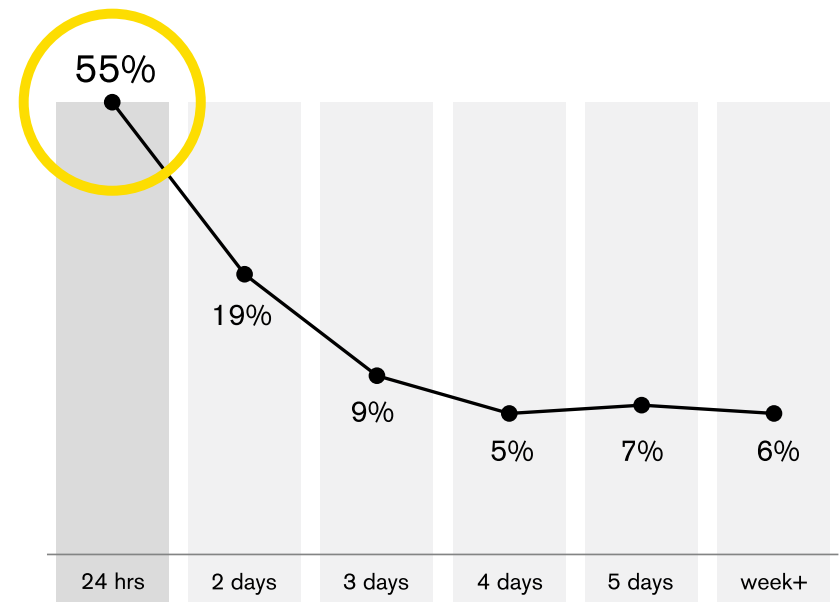
People are using multiple devices.

7 out of 10 YP Searchers switched devices to complete their local business search.*



And they are making decisions fast.

55% of YP Searchers contact a business within first 24 hours.*



* YP Value Proposition Report, October 2014, commissioned by YP

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To be effective, you need to be thinking about all of these things:



To do it yourself you need 4 things...



Time



Resources



Knowledge



Desire

Why waste time, energy and money when you can partner with an expert who can help?



With our 100 years of marketing expertise, we can connect local businesses with consumers wherever they are – mobile, online, and in print.

Effective online marketing campaigns use a three-pronged approach.

Mobile Website.

86% of consumers that land on a non-mobile-friendly website leave that website.¹

Strong Presence.

73% of searchers lose trust in brands due to inaccurate local business listings.²

Search Campaign.

10x higher click-through-rate at the top of the page than at the bottom.³

1. Google Digital Marketing Video, May, 2014

2. <http://searchenginewatch.com/sew/study/2338839/73-lose-trust-in-brands-due-to-inaccurate-local-business-listings-survey>

3. YP Internal Data, May 2015. Data based on yp.com search results; actual results may vary based on individual business/campaign/category/geography performance

Here's where you need to start:

Mobile-Friendly Website.

Create an online foundation with an engaging website that works across all platforms.



Strong Online Presence.

Control your online profile, manage word of mouth and establish your social presence.



Local Search Campaign.

Capture leads from Google, Yahoo, Bing and the YPSM Local Ad Network.



And when you're ready to expand.

Professional Video.

Showcase your business with engaging, professional videos.



Display Advertising.

Target your ideal prospects and customers on the web and mobile sites.



Direct Mail.

Raise awareness by targeting relevant prospects and customers.

One company can handle it all for you.

We combine our service, expertise and scale to create your marketing program.

True local knowledge & personal service

We have consultants in your neighborhood who can meet with you and provide a tailored marketing program.

Experience you can trust

Over 500,000 customers rely on our experience to build successful marketing programs for their business.

Expertise of a local agency

From strategy to creative, content to targeting, optimization to reporting, we know what works.

Powerful consumer audience

yp.com and our YPSM app deliver an audience that is 20% more likely to buy.*

Premier partnerships

We create over 400,000 search campaigns a year.



Thank You.