

## Think**Local**. Act**Local**. Reach **Local**.

Every day, more than 100 million Americans search on the Internet for local dentists, auto body repair shops, realtors, restaurants, car dealers, plumbers, caterers, fitness clubs, lawyers, carpet cleaners, vinyl siding contractors, and cosmetic surgeons.

In fact, virtually any type of business you might think of may now be searched for – and found – online.

There are one billion local searches each month on the biggest search sites in America: Google, Yahoo, AOL, MSN, AskJeeves, SuperPages Internet Yellow Pages, and more.

As people search for products or services we can match their needs and locations to your business.

Bofish Reach Local makes advertising online easy. We have the technology to work with all of the major search engines, select keywords, optimize bids, and much more. But bottom line, you just want the customers, right?

With Bofish Reach Local, you'll see a whole new way of marketing at work – **a solution that tracks the leads you get through your online advertising**. You will receive reports that give you the phone numbers and e-mail addresses of the customers that contact you! We can track online customers as they become “offline” leads.

Take advantage of the fastest growing advertising medium in the world. Bofish Reach Local can introduce your business to future buyers and get you immediate sales today!

That's a goal worth achieving, and one we can help you reach.

## Internet Advertising is complex no more!

### Problem #1:

How do I know which sites to advertise on to generate the most leads for the least amount of money?

### Problem #2:

How can I advertise on multiple sites without having to manage keywords, understand different publishing systems, and optimize my ad spend on a daily basis?

### Solution:

"You cut us the check, and we do the rest!"

Bofish Reach Local Keyword advertising solution can take care of the complete trafficking and optimization of your advertisements across the leading sites on the Internet.

Bofish Reach Local Keyword Program automatically sets up the account with each publisher, does all the keyword selection for the search engines (average of 5,000+ keywords per advertiser, including different keywords for every city serviced by the advertiser), and continually optimize the campaigns to make sure the advertiser's budget is generating the highest number of leads possible.

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## *Bofish Marketing Local Keyword Campaigns*

### *Your Online Profit Waiting to Happen!*

#### **DID YOU KNOW...**

**170 million Americans are using the Internet monthly.**

**Internet users do over 4 billion searches every month on major search engines.**

**Over 30% of those searches are for local products and services like yours!**



#### **HOWEVER...**

**98% of small and medium-sized businesses do not advertise on a major search site.**

**Does that include you?**

1



When customers in your area are searching for products and services you offer, do you want to be found on Google, Yahoo, and the other major search sites?

- We can target customers that are searching in your area.
- We partner with the top search sites: Google, Yahoo, MSN, AOL, SuperPages Internet Yellow Pages, and more.
- You only pay for visitors who search for your product/service, look at your ad AND choose to enter your site – “pay-per-click”
- You set the monthly budget

Search Google and Yahoo for products and services you offer. Are new customers able to find your business?

# Reach Local

2



I have a website, but it's not making money for my business...

We will bring targeted customers to your site AND track those who contact your business!

No website?...

No problem, in minutes we can create a complimentary “Offer Page” – this online brochure is a professional way to promote your products and services.



3

You will receive an easy-to-read daily report that will show you the results of your Internet advertising:

- Site Visitors
- Phone calls
- E-mails
- Online Forms (i.e. credit apps)
- E-commerce Transactions
- Scheduled Appointments
- Coupons Printed

With Bofish Reach Local, you know which customers are contacting you as a direct result of your advertising.

Finally you can see your advertising dollars at work!



Campaign Name	Budget	Spent	Visits	Calls	Emails	Others
Carpet Cleaner - TX 04/05 - 05/26/05	\$1000.00	\$1000.00	632	166	5	127
Campaign Activity - Call Detail Report						
Date/Time	Customer Phone	Duration	Result			
2005-04-28 10:13:47	(972)5***-****	5 m 8 s	CONNECTED			
2005-04-27 19:53:44	(972)2***-****	0 m 50 s	CONNECTED			
2005-04-27 14:05:27	(214)9***-****	5 m 18 s	CONNECTED			
2005-04-27 11:23:34	(214)3***-****	0 m 27 s	CONNECTED			
2005-04-27 07:43:09	(469)3***-****	4 m 38 s	CONNECTED			
2005-04-27 07:42:22	(469)3***-****	0 m 0 s	ABANDONED			
2005-04-26 10:48:28	(972)8***-****	1 m 26 s	CONNECTED			
2005-04-26 09:26:09	(972)3***-****	2 m 44 s	CONNECTED			
2005-04-26 09:08:57	(972)6***-****	1 m 50 s	CONNECTED			
2005-04-26 05:22:16	(972)8***-****	14 m 37 s	CONNECTED			
2005-04-25 11:53:20	(972)4***-****	2 m 35 s	CONNECTED			
2005-04-25 11:29:28	(972)6***-****	1 m 54 s	CONNECTED			
2005-04-25 10:03:21	(214)4***-****	5 m 59 s	CONNECTED			
2005-04-25 08:56:24	(214)8***-****	2 m 59 s	CONNECTED			

Bofish Reach Local will develop and implement your Internet advertising strategy in minutes!