



**Taming the Internet One Click at a Time**



## The Internet Changed Everything!

Connection! If you had to describe in one word why the internet changed everything, it would be connection. Businesses and personal relationships have changed due to the internet's ability to instantly connect people globally through e-mail, websites and social networking sites such as Facebook and MySpace. The immeasurable connection the internet created has changed the way the world communicates, gathers and sends information, and markets its products and services.

However, this global connection has created a problem for the local business in their local markets

### Why?

1. Traditional print advertising is becoming less effective.
2. Most people have thrown their Yellow Pages away and search online
3. Newspaper's readership is down and many papers are declaring bankruptcy
4. With Tivo, people are skipping commercials
5. Search results are dominated by large companies
6. Search results bring information overload. Local businesses get lost

### Did you know?

- 97% of people with online access will research products and services online before they purchase
- 35% of all searches are done with an intent to buy
- 55% of all local searches are done with an intent to buy
- Of all local searches, 8 out of 10 call or visit a store and 60% of those result in a purchase of some kind

## But I have a Website!

It is estimated there are over 29 billion web pages in the world today all trying to connect to someone. About half of all American businesses have a website because they realize the need for an online presence but most don't know how to drive customers to their website.

The real question is not do you have a website, but how are you driving customers to it? How can your products and services stand out in your local market when your customers are online?

## Why AdzZoo?

Traditional advertising, in today's highly competitive market, has proven to be insufficient in helping many small businesses grow. Newspaper and Yellow page readerships continue to decline, while their cost to run ads are increasing.

- Why advertise in a declining market?**
- Why spend more money to reach fewer people?**

## Geo-Targeting

By utilizing a unique process called geo-targeting, the physical location of a web searcher is determined, and then specific content is delivered to them based on the nature of their inquiry. Simply put, geo-targeting enables local business to be matched with local searches.

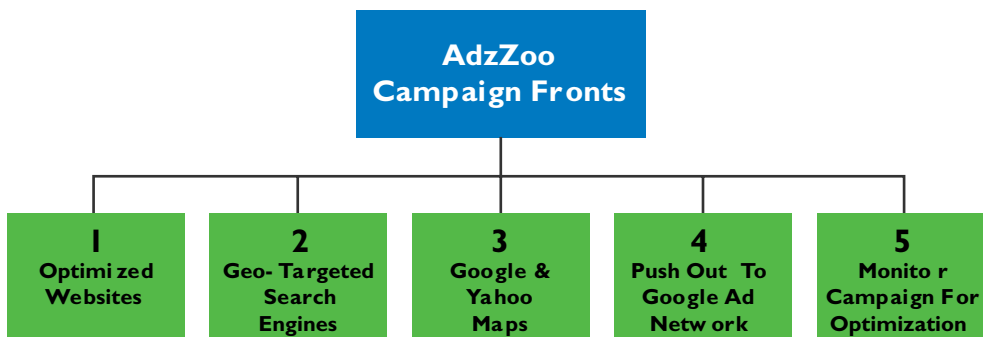
## Location, Location, Location!

We all know the old saying "What are the 3 most important factors in buying real estate?" "Location, Location, Location!" Think of the internet as the real estate of the 21st century. Your web presence and location on the search engines matter.

Google and other search engines guide people through billions of websites, message boards, and blogs to deliver the most relevant information for what is being searched. AdzZoo creates a complete online campaign for each business to drive online traffic to your door.

Location also applies to advertising on popular web sites. As we all know, effective advertising is done through Ad campaigns. Promotion of your business name and message on some of the highest trafficked web sites in the world creates a branding effect within your local community that is crucial for your business.

## How does it work?



- 1. Optimized Website:** Designed for searches and online exposures
- 2. Geo-Targeted Search Engines results:** Enables local business to be matched with local searches.
- 3. Google & Yahoo Maps:** Put your business on the map!
- 4. Push out to Ad Network:** Your ad Geo-Targeted on high traffic website like CNN, Food Network, Facebook, and thousands of other sites.
- 5. Monitor Campaign for Optimization:** Monitor and fine tune campaign for optimum online exposure.

## Online Campaigns

### Neighborhood Campaign \$119.95/month

- Optimized Website
- Website Link
- Target 80 sq miles (5 mile radius)
- Minimum 3 Keywords/Key Phrases
- Your Ad pushed out to the biggest websites
- Pushed out to the major search engines
- 24/7 Campaign Monitoring
- Upload customers pictures, videos, and coupons (Coming Soon)

### Metro Campaign \$179.95/month

- Optimized Website
- Website Link
- Target 315 sq miles (10 mile radius)
- Minimum 6 Keywords/Key Phrases
- Download coupons
- Your Ad pushed out to the biggest websites
- Pushed out to the major search engines
- 24/7 Campaign Monitoring
- Upload customers pictures, videos, and coupons (Coming Soon)

### Area Campaign \$269.95/month

- Optimized Website
- Website Link
- Target 1260 sq miles (20 mile radius)
- Minimum 9 Keywords/key phrases
- Download coupons
- Your Ad pushed out to the biggest websites
- Pushed out to the major search engines
- 24/7 Campaign Monitoring
- Upload customers pictures, videos, and coupons (Coming Soon)

### Regional Campaign \$399.95/month

- Optimized Website
- Website Link
- Target 7850 sq miles (50 mile radius)
- Minimum 12 Keywords/Key Phrases
- Download coupons
- Your Ad pushed out to the biggest websites
- Pushed out to the major search engines
- 24/7 Campaign Monitoring
- Upload customers pictures, videos, and coupons (Coming Soon)

\* All Plans have one time design fee of \$49.99 (Waived for Annual Contracts)