

## How Do People Find MyLocalPro.com?

### **Promotion Efforts**

MyLocalPro.com is promoted through many mediums and structured to attract consumers for variety of initial purposes, always placing them one click away from our local business clients.

### **Online Advertising**

Online Advertising drives almost 80% of our site traffic. Our proprietary online ad program combined with the diversity of several site landing platforms enables us to promote the site's multiple features while always putting the visitor one click away from our local business directory. Simply put, while most sites just have a front door, MyLocalPro.com has added side and back doors increasing the flow of traffic into the house!

Our online ad campaign currently promotes three site features. First, there is the traditional promotion of the Local Business Directory. Second, there is the promotion of the Community Billboards throughout Massachusetts and northern Rhode Island. Third, just introduced, there is the promotion of those clients that offer MyLocalPro.com Discounts. This is a separate campaign highlighting all clients that offer a discount, with direct click-throughs to their profiles.

It should be noted that these advertisements are not limited to directing folks to our home page or community billboard, but also include specific profile links within the ad highlighting our client's links so that folks do not have to search

The Community Billboard promotion has already doubled the number of visitors to our site in only five months. It has also increased profile viewings and extended the length of time maintained at the site. It is anticipated that the billboard will soon surpass the traditional means of entering the site!! The Discount promotion just started, but has attracted a good crowd... as you can imagine everyone is looking for a deal these days.

All three features are promoted nationally through the major search engines – Google, Yahoo, Bing, AOL, and Ask.com. Our proprietary program also includes Craigslist, Twitter, Facebook, MySpace, Four Square, MerchantCircle, and Backpage, to name just a few.

*COMMENT: Many businesses may already show up in Google or Yahoo searches for their town. True, but have you then conducted a search using the zip code for the*



*town next to you? Right, not there ... or buried in subsequent pages!!! However, because most companies conduct business in more than one town, one of the features that sets MyLocalPro.com aside from the big search engines is the fact that your profile appears in all towns within your designated region, not just your place of business.*

NEW: Our online advertising now also includes our Word Press blog (started in December 2009) – Scoop Around Town – which compliments our Community Billboards and also provides a different medium for our business clients to tell what they are doing, specials that they may be offering, projects just completed, jobs just won, etc.... works as a mini press release for our local business directory clients.

### **Offline Advertising**

Our offline advertising program resembles a grass root effort, as it is our philosophy that most traditional offline advertising mediums are ineffective and not cost efficient, especially for small businesses. In addition, as previously referenced, local and regional newspapers are now well aware of our service and have (correctly) identified us as “competition” for advertising dollars!!

Many of our retail clients and other business friends have our MyLocalPro.com signs in their windows or in their yard. The MyLocalPro.com Blue Mobile is also at a high traffic Dunkin Donut every weekday morning and at local T stations in the evening during the spring and summer.

Our new “Everything Local” campaign will be initiated shortly with increased displays and brochures available throughout all of our billboard communities, again at high traffic locations. We will also be distributing Promo Cards at select locations and even door to door in select communities.

**Coming Soon – MyLocalPro.com Referral Program**  
Slated for March of 2010, MyLocalPro.com will be roll out a NATIONAL referral program where ordinary folks can earn income by securing both local business directory listings and/or MyLocalPro.com Nation Members.