



LocalDirective.com Now Sending New Customers to Local Businesses

Local businesses that have not focused on search marketing because of its cost and complexity can now gain prospects and customers through campaigns on Google, Yahoo, MSN and Ask.com, starting at just \$300 via LocalDirective.com

Tampa, FL, March 12, 2008 --(PR.com)-- Local businesses that have not focused on search marketing because of its cost and complexity can now gain prospects and customers through campaigns on Google, Yahoo, MSN and Ask.com, starting at just \$300 a month.

For decades, local businesses have relied on yellow page ads to attract customers. But there is now growing evidence that local businesses need to consider other alternatives:

• Over 60 percent of consumers search for a local business on the internet, and only 33 percent use the yellow pages. [Source TMP Directional, 2007]

• Almost 40% of local shoppers say that a presence on the internet - or lack of presence - will affect their decision about who they do business with. [Source: Web.com, 2007]

But two problems have kept many local businesses from advertising online:

1. **Online Advertising Is Complex:** To reach your potential customers on Google or Yahoo, or dozens of other local sites, you have to set up accounts, manage keyword research and selection, set and optimize bids, develop and optimize ads, create a company profile, submit content to key directories and databases… and more.

2. **Until Now It Was Too Expensive:** Because of the complexity and knowledge required, marketing agencies concentrate on businesses willing to spend thousands, and even tens of thousands of dollars, each month.

“Too often local businesses have suffered from over-priced or ineffective search marketing campaigns,” says LocalDirective founder Lisa Maier, a Wharton MBA with significant experience in search and directional marketing. “Our team offers decades of experience building literally thousands of local advertising campaigns. We understand the local market and are dedicated to providing services aimed at that market.”

LocalDirective offers a complete, low-cost online solution with a variety of search marketing packages, each customized based on business category, geographical location, and business objectives. In addition to search marketing, services include landing page or microsite development, business profile development, and submission to more than 20 important online databases.

Clients also gain advanced campaign management services aimed at generating the greatest number of responses at the lowest cost. This optimization is how LocalDirective maximizes the return on



advertising investment.

Clients are provided with reports that show the number and types of responses received. This feedback on prospect quality is used in the LocalDirective process to continually hone advertising programs and tweak the content of ads and landing pages.

For more information, visit <http://www.localdirective.com>, email morecustomersplease@localdirective.com or call (866) 925-9524.

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