THE LOCAL WEB

THE SINGLE LARGEST OPPORTUNITY FOR NATIONAL BRANDS

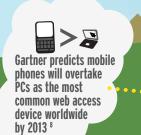
73% of online search activity is related to local content 6

The Local Web is a growing ecosystem of online media channels collectively driving local awareness & sales.

Group deal use up 3 % 0 by SMB between June & December 2011 10

7 OF 10 CONSUMERS ARE MORE likely to use a local business if it has information available on a social media site?

In June 2011 foursquare reported hitting million users





59%
of all
local-business
searchers Agree
that ratings &
reviews are
important while
searching for a
business7

BENEFITS OF LOCALIZED MARKETING

© 67%

GREATER CUSTOMER RELEVANCE, RESPONSE & RETURN

39%

BETTER CONVERSATION & CONNECTIVITY AMONG CUSTOMERS

29%

IMPROVED LOYALTY & ADVOCACY

27%

BRAND DIFFERENTIATION, DISTINCTION & PREFERENCE

LOCAL MARKETING MATTERS

A transformational shift is underway as new media channels & shifting consumer behavior change the way brands market

32% OF LOCAL INTERNET SEARCHES VIA AN IN-STORE FOLLOW-UP OFFLINE VIA VISIT



THE # OF MEDIA SOURCES 5.2 TO> 10.4 (SINCREASE IN) 10.4 (SINCREASE IN) 10.2011

IN 2011, MORE THAN \$1.1 TRILLION IN RETAIL SALES COULD BE ATTRIBUTED TO WHAT IS REFERRED TO AS "WEB-INFLUENCED" PURCHASES, DEFINED BY FORRESTER AS OFFLINE RETAIL SALES THAT ARE INFLUENCED BY ONLINE RESEARCH.

DIGITAL MEDIA IS EXPECTED TO REPRESENT 2015

BUILD YOUR LOCAL MARKETING PLAN

STEP 1 STRATEGY

Determine role of local marketing in national strategy

STEP 2LOCAL WEBSITES

Develop local websites; automated content capability is an advantage

STEP 3 TACTICS

Use local web media channels to reach consumers locally & drive trafffic to local websites & dealers

STEP 4MEASUREMENT

Use local marketing to learn, modify & increase marketing ROI



Sources: 1 CMO Council 2011 Localize to Optimize Sales Channel Effectiveness, 2 TMP/ComScore 2009, 3 BIA Kelsey, 4 Google/Shopper Sciences, Zero Moment of Truth Macro Study Industry Studies, US, April 2011, 5 Group M Search with Kantar Media Compete: From Intent To In-Store: Search's Role In The New Retail Shopper Profile, Oct 2011, 6 Google, 7 TMP/15 Miles, 8 Gartner 2010, 9 comScore Networks/TMP Directional Marketing, 10 Merchant Circle's 7th SMB Survey, Dec. 2011