

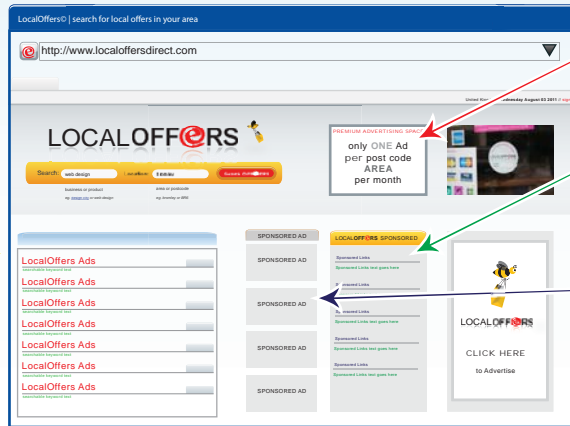
LOCALOFFERS

giving you more...

www.localoffersdirect.com

Businesses want a cost-effective way to bring in more customers. The challenge is to find prospects who are thinking about your products at the exact time that you reach them. With the LOCALOFFERS Search Advertising Engine, it is possible to target prospects at the very moment they are thinking about buying your products or services. It can be one of the most efficient ways to spend precious marketing and advertising monies online.

SEARCH ENGINE AND BUSINESS DIRECTORY



Premium Ad

Sponsored Links

Sponsored Ads

LOCALOFFERS Ads

How Does It Work?

Advertisers enter LocalOffers Ads using keywords or phrases that best describes, or relates to the products or services they choose to advertise.

When prospective customers search for products or services related to their keyword searches, Advertisers Ads are displayed.



SEARCH ADVERTISING

SEARCH ONLINE FOR WHAT YOU WANT, WHEN YOU WANT, WHERE YOU WANT...ON THE GO



KEY FACTS

triggered by **KEYWORD** and **LOCATION**

- LocalOffers Ads**
 - Keyword Searchable Text
 - Daily Deals
 - Photos
 - Videos
 - Vouchers
 - Map & Directions
 - Email Business
 - ...and more
- Sponsored Ads**
 - a graphical Ad (i.e. your logo or offer)
 - triggered by Keyword or location
 - with a link to your LocalOffers Ad or website
 - trackable (see how many viewers clicked)
- Sponsored Links**
 - textual ad
 - triggered by Keyword or location
 - with a link to your LocalOffers Ad or website
 - trackable (see how many views clicked)
- Premium Ads**
 - EXCLUSIVE only ONE per post code area per month
 - with a trackable link

Optional Enhancements

LocalOffersdirect.com uses keywords and Locations to help your business products and services get found online, entering optional enhancements like Restaurant menus or Garage Services, for example, increases the opportunity for your business to be found by a Search User.

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SEARCH ENGINE AND BUSINESS DIRECTORY

We have made Search Advertising simple to use and easy to understand for businesses who wish to use online marketing to generate increased awareness of their business, products and services, but who may have been reluctant due to the sometimes expensive costs associated with promoting business online.

The LocalOffers system has Statistics in place to help Advertisers realise the cost benefits to using this simple online search.

The Benefits

The following Statistics support the effectiveness of your Ads:-

- * your Ad was listed in a Search Users query - so many times
- * your Ad was clicked and visited - unique impressions - so many times
- * the email link inside your Ad was clicked - so many times
- * the website link inside your Ad was clicked - so many times
- * your video link was viewed - so many times

Advertisers enter LocalOffers Ads using keywords or phrases that best describes, or relates to the products or services they choose to advertise or are on offer!

