

The new and improved BLOX Business Directory

November 2, 2017



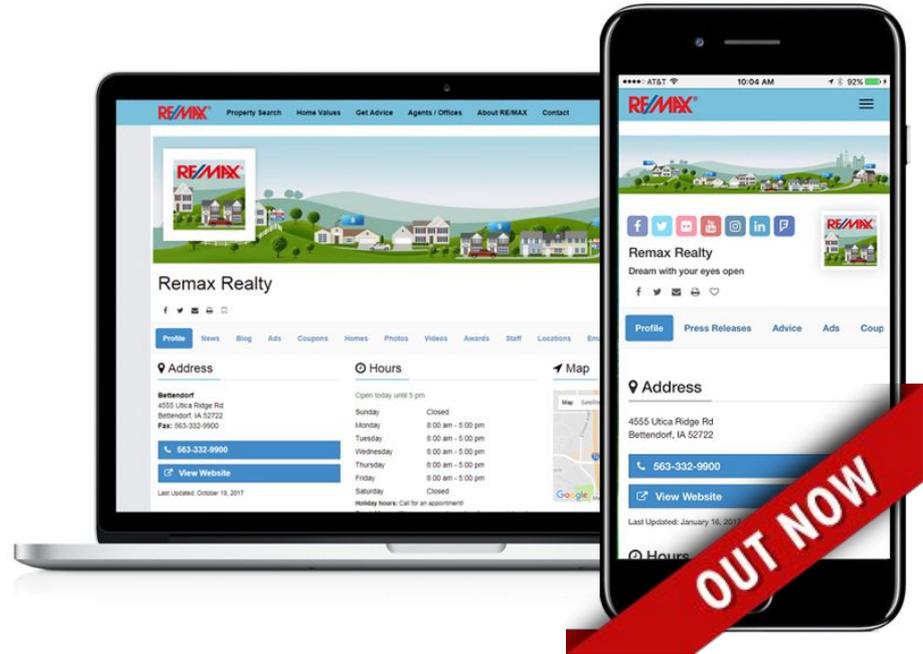
Today's agenda: Announcing the new and improved BLOX Business Directory

- Simplified Storefront setup
- Local Niche Guides
- Automated enhancements
- Digital services fulfillment
with Guarantee Digital



Simplified Storefront setup

- Masthead image assignment
- Color customizations
- Custom navigation
- Navigation logo
- Vanity URLs for improved SEO



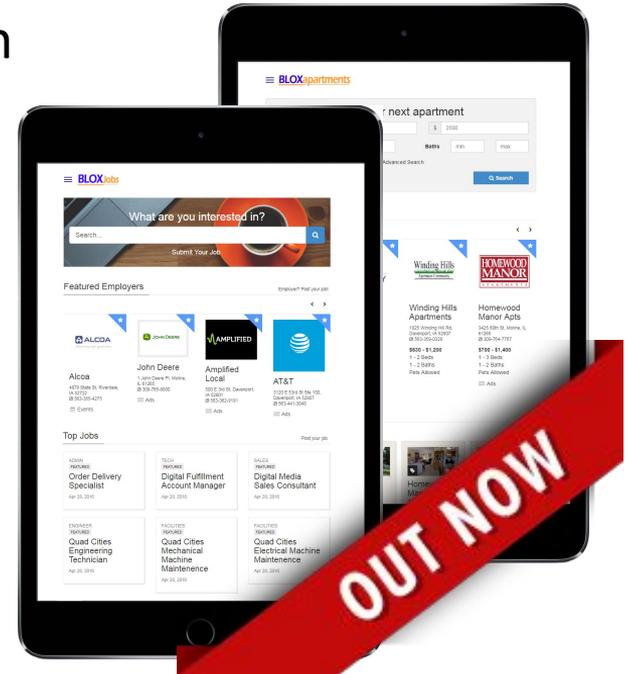
Local Niche Guides

BLOX Apartments

- Solution for rental communities & local rental ads
- Classifieds & Business Directory mega search

BLOX Jobs

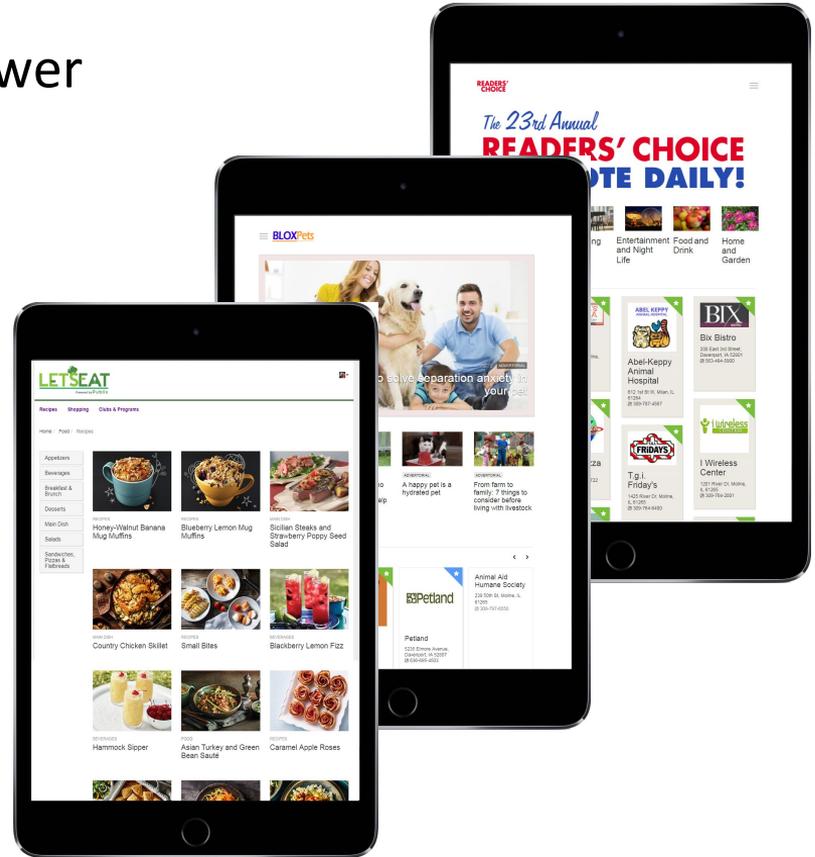
- Solution for local employment ads
- Integrate classifieds employment ads with Business Directory to create a Virtual Career Fair
- Backfill potential!



Even more guides!

Leverage the Business Directory to power all-new solutions:

- Readers' Choice Business Voting
- Pet Guide
- Food Guide



Automated Enhancements

- Request enhancement per business
- We fulfill the listing!
 - Logo
 - Store hours
 - Social media
 - Keywords
 - Description & more
- Save time and money
- Combine with SearchBoost for robust upsell



Digital Services fulfillment

Company Overview



- White label digital agency solutions media sales teams re-sell to local merchants.
- Partners include Print, TV and Radio sales teams in 200+ markets.
- Grow 'Share of Wallet' as well as new business

Founded in 2011, Guarantee Digital is based in suburban Milwaukee with a dedicated staff of 50+ web designers, educators, content creators and digital marketing strategists that deliver ROI for clients of all sizes – from Local SMBs to Major Key Accounts.

Opportunity overview

- TownNews.com and Guarantee Digital partnership
- White label digital services offered under Local Branding
- Digital solutions provided by Guarantee Digital
- Virtual and on-demand training
- Competitive wholesale pricing
- All sales collateral provided

The Opportunity in Digital Services

What Local Merchants Spend Annually



We help you get your share of the \$\$\$ with:

- Email Newsletter Management Programs
- Targeted Email Marketing Blasts
- Email Marketing Automation

We help you get your share of the \$\$\$ with:

- Website design starting at \$200/page wholesale
- Monthly management programs that drive in-bound leads and nice recurring revenue

The Opportunity in Social Media

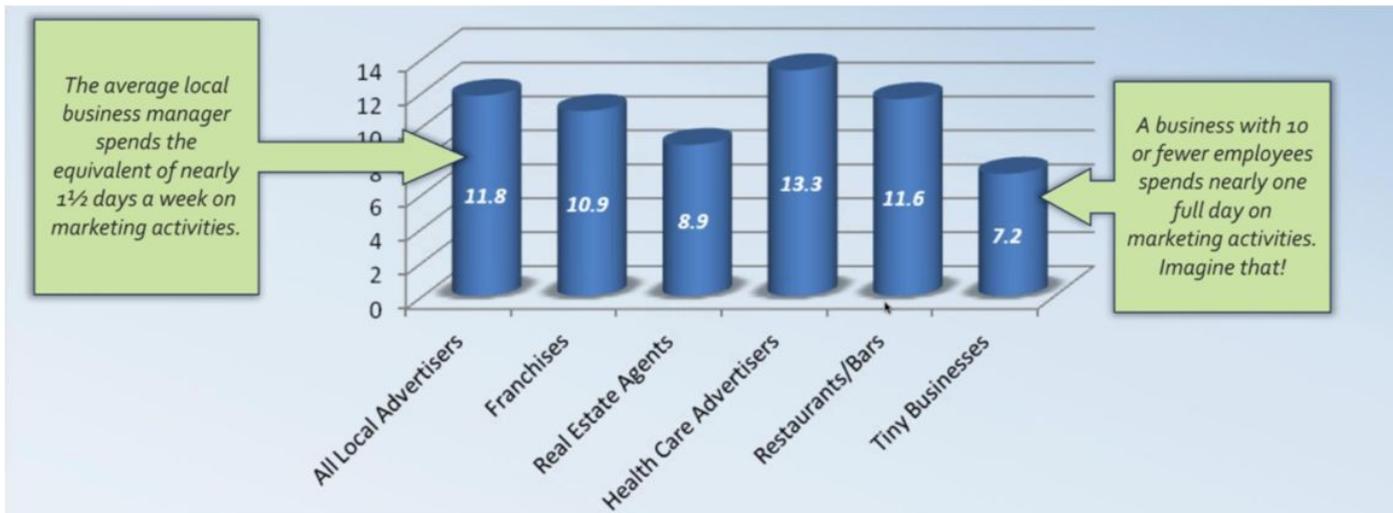
What Local Merchants Spend Annually



We help you get your share of the \$\$\$ with:

- Managed Social Media Posting Services for up to Five Social Channels
- Reputation Management
- Highly Effective Social Media Target Marketing

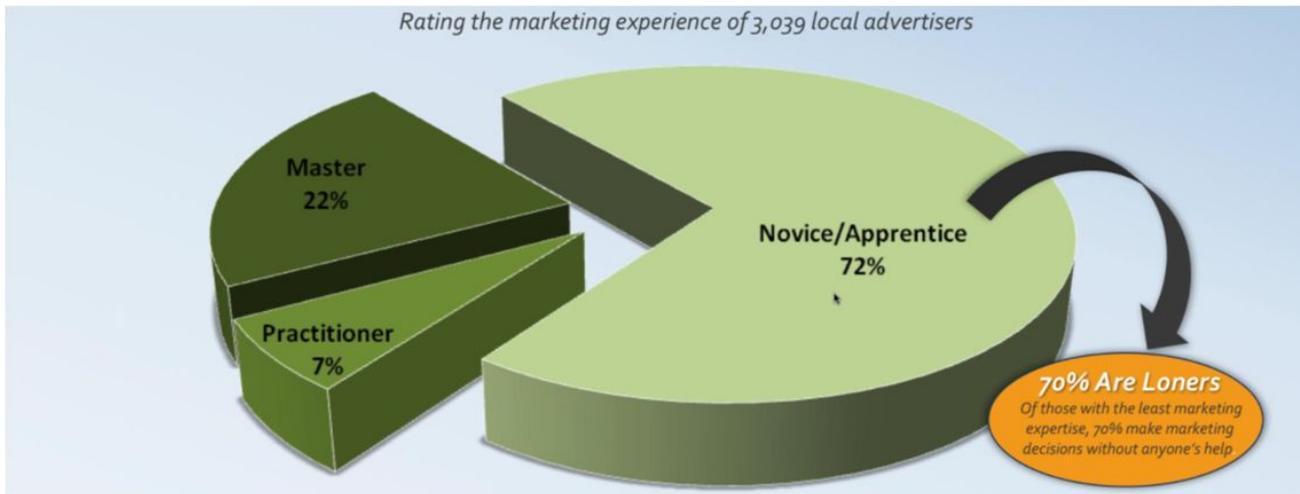
Local Merchants are spending way too much time trying to manage their own Digital Media



With the GD “Do-it-For-Me” Services...you are giving your Clients the **Gift of Time**...so they can focus on the things they do best!

Rookie Marketers

Inexperienced Advertisers Making their Own Decisions



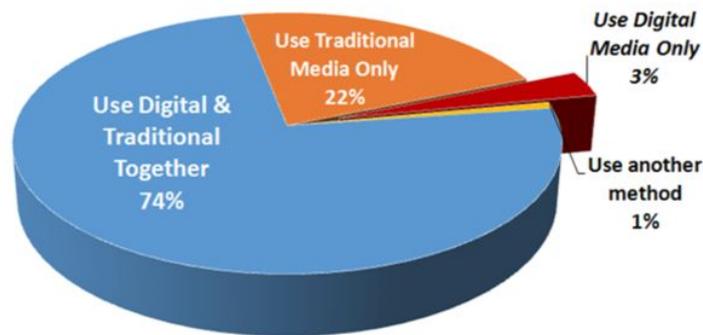
Rookie Marketers are wasting money trying to buy Facebook and Google themselves...our team does the work for them, producing superior results...100% trackable in 24/7 ROI Dashboard!



74% of Advertisers are buying Traditional Media & Digital Together!

Key Question:

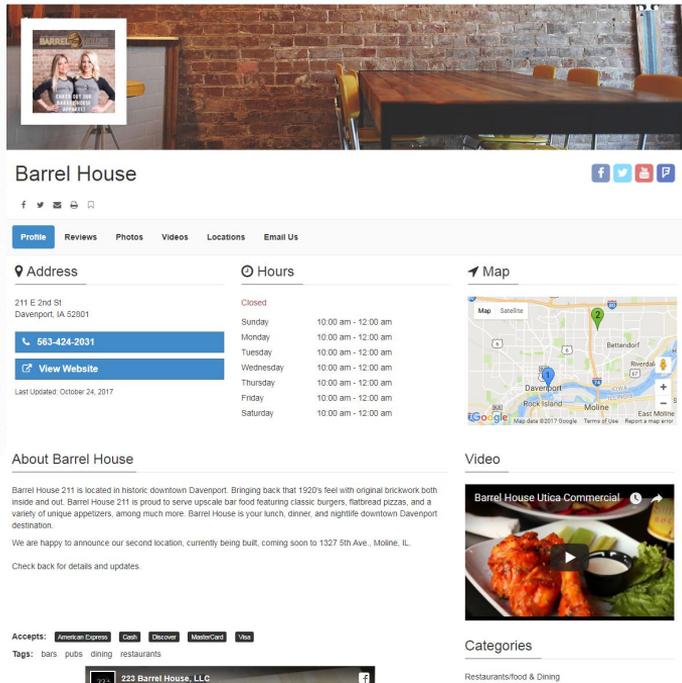
Who are 74% of your Advertisers Buying their Digital Media from?!



Borrell's Take

Only 3% of 3,039 local advertisers surveyed in the past 3 months said they're buying only digital media. The market is coalescing around digital and traditional media packages – and having a point person manage it.

Local Marketplace Directory Bundle



Barrel House

211 E 2nd St
Davenport, IA 52801

563-424-2031

View Website

Last Updated: October 24, 2017

About Barrel House

Barrel House 211 is located in historic downtown Davenport. Bringing back that 1920s feel with original brickwork both inside and out. Barrel House 211 is proud to serve upscale bar food featuring classic burgers, flatbread pizzas, and a variety of unique appetizers, among much more. Barrel House is your lunch, dinner, and nightlife downtown Davenport destination.

We are happy to announce our second location, currently being built, coming soon to 1327 5th Ave., Moline, IL. Check back for details and updates.

Accepts: American Express, Cash, Discover, MasterCard, Visa

Tags: bars, pubs, dining, restaurants

222 Barrel House, LLC

Hours

Closed	
Sunday	10:00 am - 12:00 am
Monday	10:00 am - 12:00 am
Tuesday	10:00 am - 12:00 am
Wednesday	10:00 am - 12:00 am
Thursday	10:00 am - 12:00 am
Friday	10:00 am - 12:00 am
Saturday	10:00 am - 12:00 am

Map

Video

Categories

Restaurants/food & Dining

- Premium Business Directory listing and profile page
- Search optimized listing
- Top 50 Search/Map directories including Google, Bing, Yelp, more
- Monthly updates to Google and Marketplace directory
- 24/7 reputation monitoring

Marketplace



Google/Facebook/Marketplace Posting Package



- Google My Business posts
Promote events and specials



- Facebook posts
Promote events, specials or products. Includes Boosted Marketing Posts to extend among fans and prospects.



- TownNews.com Marketplace Profile Page posts
In sync with Google and Facebook posts.

Native Advertising bundle

- Informative articles
 - Professional writers
 - SEO friendly
 - 500 words
- Article promoted on media website
- Add additional exposure via Social Media and Native Ad networks

Uber to launch Q-C service today



Image powered by PixaBay.

Buy Now

It's official: Uber is coming to the Quad-Cities, and by this afternoon, those in need of a lift can book one on the ride-hailing service's smartphone app.

Mike White, general manager of Uber Iowa, who will be overseeing the company's launch here, said on Monday that the enterprise is ready to "finally call the Quad-Cities home."

Web Design packages

- Smartphone friendly design
- Search optimized
- Over 30 design styles
- Built in CRM and leads tools
- Monthly hosting and maintenance
- Bundle with Marketplace or Posting Pack



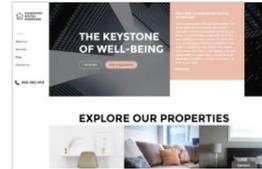
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Next steps

1. **Contact** your TownNews.com Sales Representative
2. **Sign** General Services addendum
3. **TN/Guarantee Digital** will prepare your collateral sales material
4. **Register** for one or more training webinars
5. **Complete and pass online testing**

Note: Training/Testing are required steps before you selling

Takeaways

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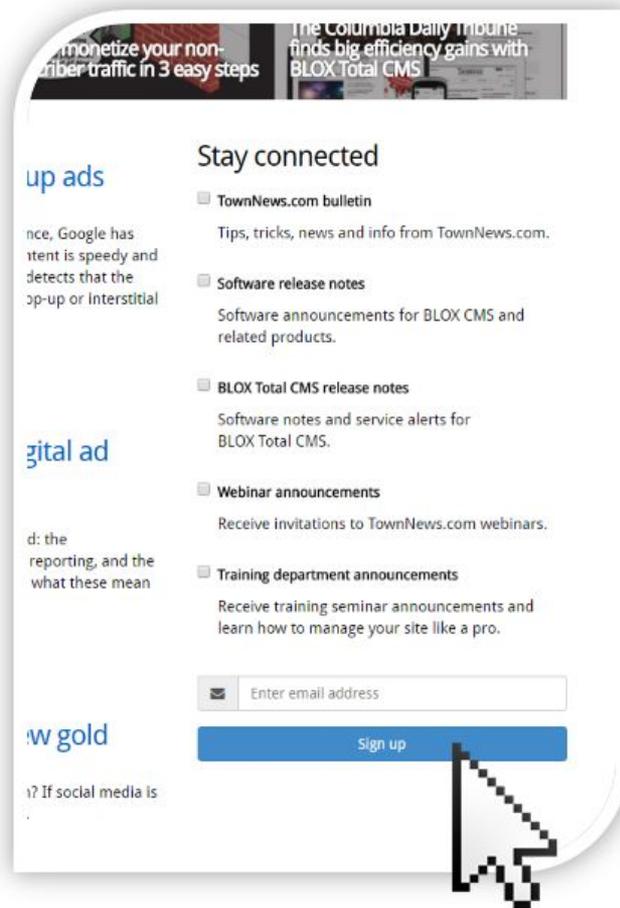


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Thank you!

