



## The Internet Changed Everything!

Connection! If you had to describe in one word how the Internet changed everything, it would be connection. Businesses and personal relationships have changed due to the Internet's ability to instantly connect people globally through e-mail, websites and social networking sites such as Facebook and MySpace. The immeasurable connection that the Internet created has changed the way the world communicates, gathers and sends information, and markets its products and services.



However, this global connection has created a problem for the local business in their local markets.

### Why?

1. Traditional print advertising is becoming less effective.
2. Most consumers have traded in their Yellow Pages for a more comprehensive online search.
3. Newspaper readership is down with many papers declaring bankruptcy.
4. DVR devices, such as TiVo, allow people to skip commercials.
5. Search results bring information overload and local businesses get lost.
6. Search results are dominated by large companies.

### Did you know?

- 97% of people with online access will research products and services online before they purchase.
- 80% of people that search never click beyond the first page.
- 55% of all local searches are done with an intent to buy.
- Of all local searches, 8 out of 10 call or visit a store and 60% of those result in a purchase.

## Why AdzZoo?

Traditional advertising, in today's highly competitive market, has proven to be insufficient in helping many small businesses grow. Newspaper and Yellow Page readership continues to decline, while the cost to run ads is increasing.

- Why advertise in a declining market?
- Why spend more money to reach fewer people?

A web presence in today's online environment is a must for business owners that don't want to die a death of attrition as old customers leave to competitors that have a web presence.

## Get Seen On The Most Popular Websites



# What is a Web Presence?

We all know the old saying, “What are the 3 most important factors in buying real estate?” “Location, Location, Location!” Think of the Internet as the real estate of the 21st century. The location of your online information matters.

With over 1 trillion websites in the world and growing, it’s not enough just to have your business somewhere online. To be competitive, one must have their information where online traffic exists. Where does traffic exist? Traffic is where people go to get their news, entertainment, sports scores, recipes, shop, connect with friends, family and businesses on thousands of popular websites. People look for information, products and services globally, nationally, regionally, and locally on the premium pages of search engines. As a matter of fact, over 80% of people never click beyond the first page. Traffic is on smart phones and GPS devices. A website may get your business online, but not where your customer can easily find it. AdzZoo gets clients a web presence and local online traffic.

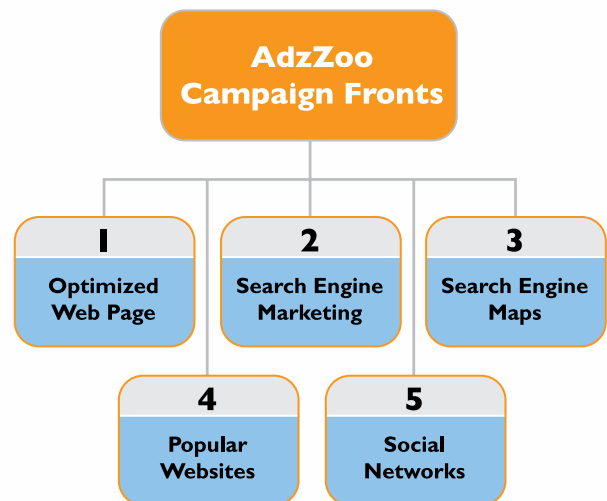
## Geo-Targeting

By utilizing the process known as geo-targeting, the physical location of a web searcher is determined, and then specific content is delivered to them based on the nature of their inquiry. Simply put, geo-targeting enables local businesses to be matched with local searches.



## How does it work?

1. **Optimized Web Page:** Designed to work with major search engines for online exposure.
2. **Search Engine Marketing:** Enables local businesses to be matched with local searches.
3. **Search Engine Maps:** Put your business on the map!
4. **Popular Websites:** Your geo-targeted ad on high traffic websites like CNN, Food Network, AOL, and thousands of others.
5. **Social Networks:** Demographically targeted marketing to specific people, markets, and interest.



## Campaign Monitoring & Reporting

All campaigns are monitored and fine tuned on a regular basis for optimal online exposure. Online access for reports will be available May 1st.

# AdzZoo Pricing Packages

Features	Basic Plan	Standard Plan	Advantage Plan	Ultimate Plan	Days
Web Page Design and Creation	✓	✓	✓	✓	7 Days
Local Search Optimization	✓	✓	✓	✓	7 Days
Web Page Launch	✓	✓	✓	✓	7 Days
Link To Existing Business Website	✓	✓	✓	✓	7 Days
Professional Copywriting Content	✓	✓	✓	✓	7 Days
Directory Submission	✓	✓	✓	✓	30 Days
Google Maps Submission and Optimization	✓	✓	✓	✓	30-40 Days
Yahoo & Bing Local Listings Submission	✓	✓	✓	✓	30 Days
GPS Submission	✓	✓	✓	✓	30 Days
Online Customer Support	✓	✓	✓	✓	9am-4pm EST M-F
Meta Tags		✓	✓	✓	7 Days
Web Page Optimization and Monitoring Daily		✓	✓	✓	Daily
Social Network Marketing		✓	✓	✓	7 Days
Dedicated Account Representative		✓	✓	✓	7 Days
Online Traffic Reporting		✓	✓	✓	30 Days
Keywords Research & Analysis		✓	✓	✓	14 Days
Keywords Selected by Google Certified Expert		✓	✓	✓	14 Days
Keywords Selected by Client		\$250 Extra**	\$250 Extra**	\$250 Extra**	14 Days
Search Network		✓	✓✓	✓✓✓	7 Days
Content/Branding Network Marketing		✓	✓✓	✓✓✓	30 Days
Organic Listing Enhancement		✓	✓✓	✓✓✓	7 Days
First Page Placement on Google		✓	✓✓	✓✓✓	30 Days
Custom Web Page	\$200 Extra	\$200 Extra	\$200 Extra	✓	7 Days
<b>Pricing</b>	<b>\$99.95</b>	<b>\$200-\$750</b>	<b>\$200-\$1,200</b>	<b>\$1,000+</b>	

\*Standard Plan is not available for the following industries: legal firms, insurance, financial services, HVAC, pest control, home security, roofing, plumbing, search marketing and home based business independent representatives.

\*\*Keywords Selected by Client is an additional \$250 per month.

✓	Competitive
✓✓	Aggressive
✓✓✓	Very Aggressive



# YOUR ADZZOO CAMPAIGN Guarantee



AdzZoo Campaigns are designed and monitored to place customized information about our clients' products and/or services on high traffic websites, search engines, social networks, GPS, and other online devices.

1. AdzZoo Guarantees that we will deliver an AdzZoo Web Page customized for your business, designed specifically for maximum online exposure, and optimized for your locale and market within 5-7 business days of processing the payment for your order.
2. AdzZoo Guarantees that geo-targeted ads with links to your AdzZoo Web Page will begin to appear on Google™ sponsored search results on a rotational basis upon launch of your campaign.
3. AdzZoo Guarantees that geo-targeted ads with links to your AdzZoo Web Page will begin to appear on the Google™ Content Network (branding network) upon launch of your campaign on a rotational basis.
4. AdzZoo Guarantees that we will monitor and continue to optimize your new web advertising campaign for maximum online exposure in your geo-targeted market throughout the duration of your campaign. AdzZoo stands by our promise to target and then monitor each of our advertiser's Google AdWords™ sponsored search campaigns to ensure that their sponsored search ads are displayed on a rotational basis.

Should AdzZoo fail to provide the guaranteed services for any given month of your campaign, AdzZoo will at your option, either give you a FREE month of service and suspend billing until such time as we are able to fulfill this obligation; or cancel your campaign and refund your money for the month that we failed to deliver and the remaining portion of your campaign.

*\*Items 2, 3 and 4 above apply to the Standard, Advantage and Ultimate Plans.*