



LurTico Consulting Group
The Innovators In Business Capital

The State of Local

What every local business needs to know
in a digitally powered world



Lydell Michaels

C.E.O

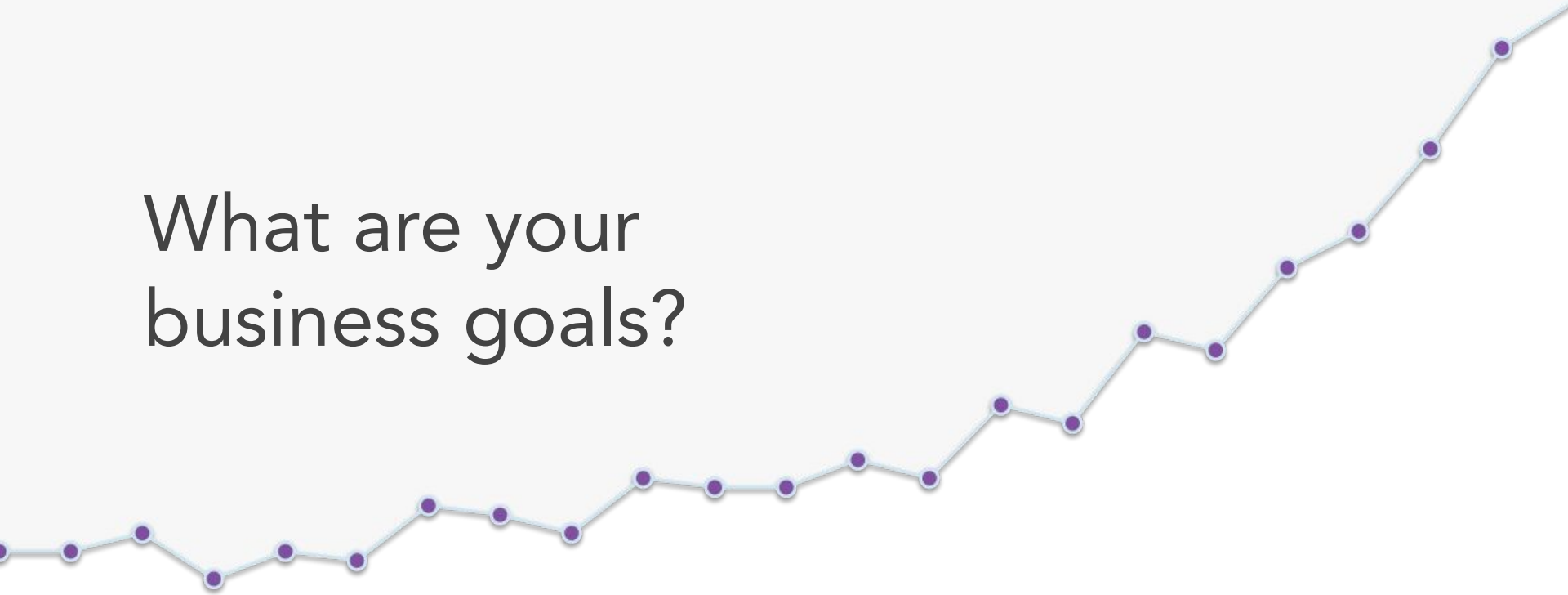
(425) 242-8832

info@lurtico.com

looking for a first-class business consultant?

[SCHEDULE A DISCOVERY CALL](#)

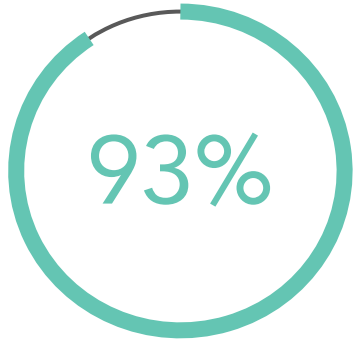
What are your
business goals?



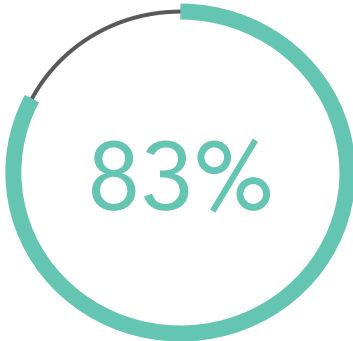
Exactly how
has marketing
changed?



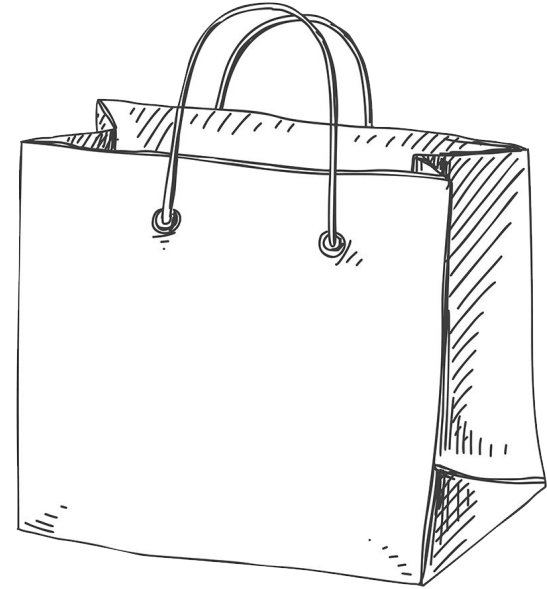
Buying decisions are made online



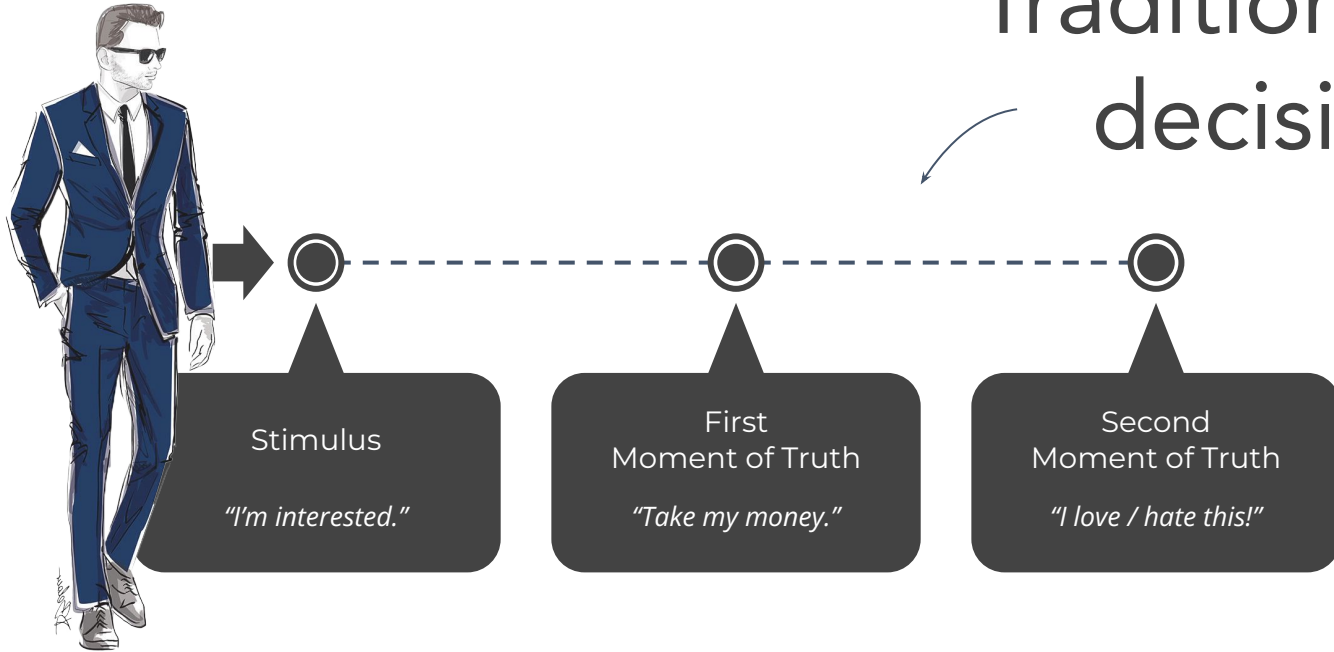
Shoppers say they've
used online resources



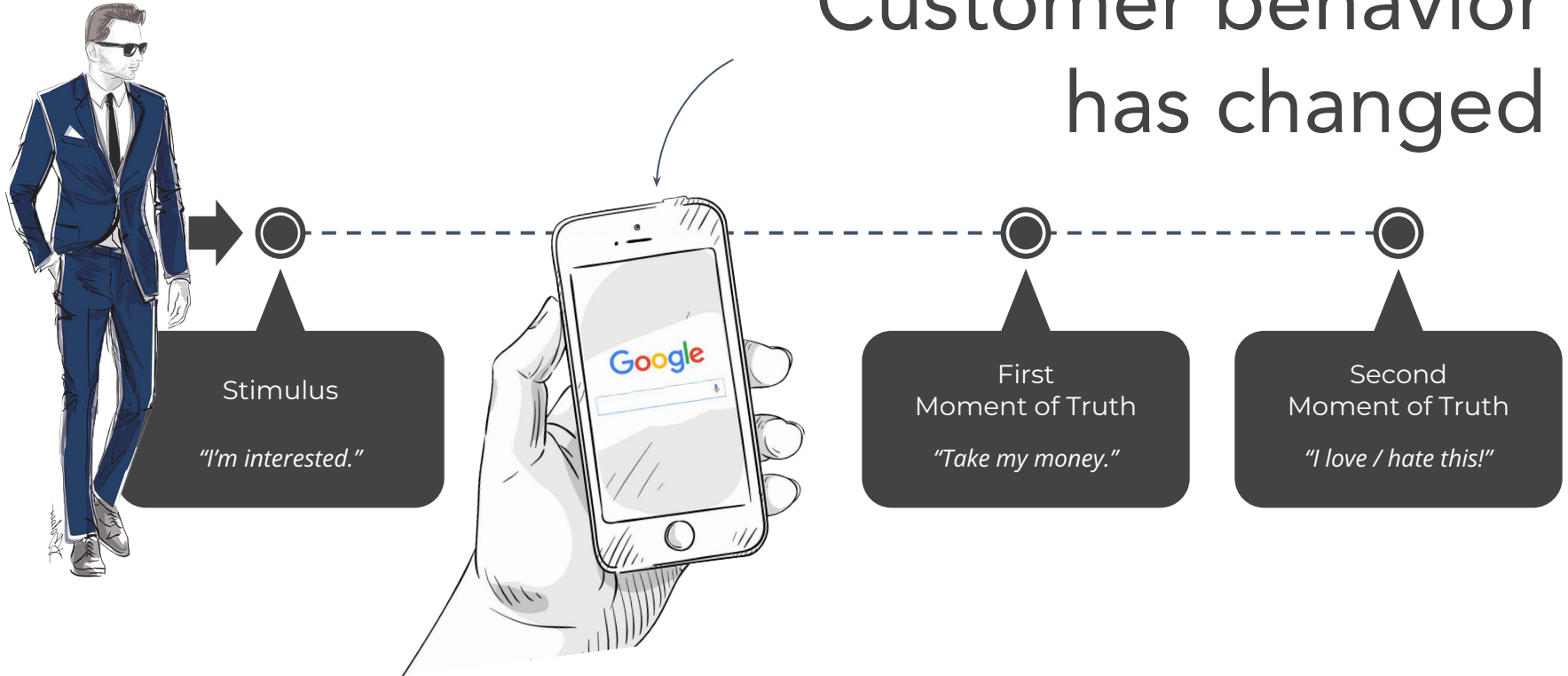
Shoppers who visited a
store and used online
search before going in



Traditional buying decision model

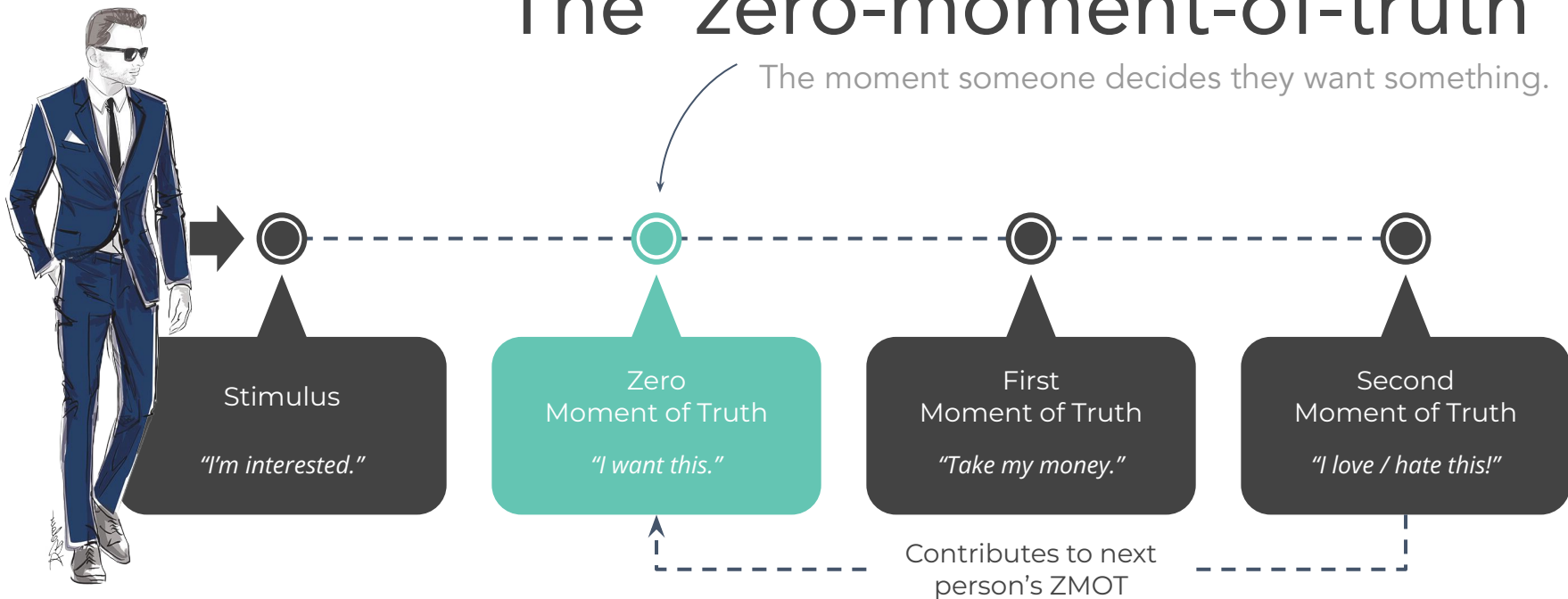


Customer behavior has changed

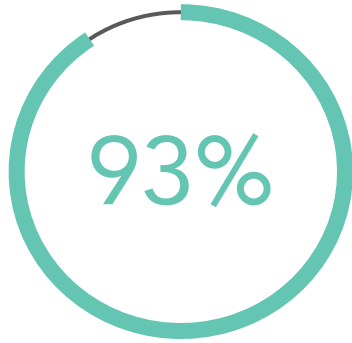


The 'zero-moment-of-truth'

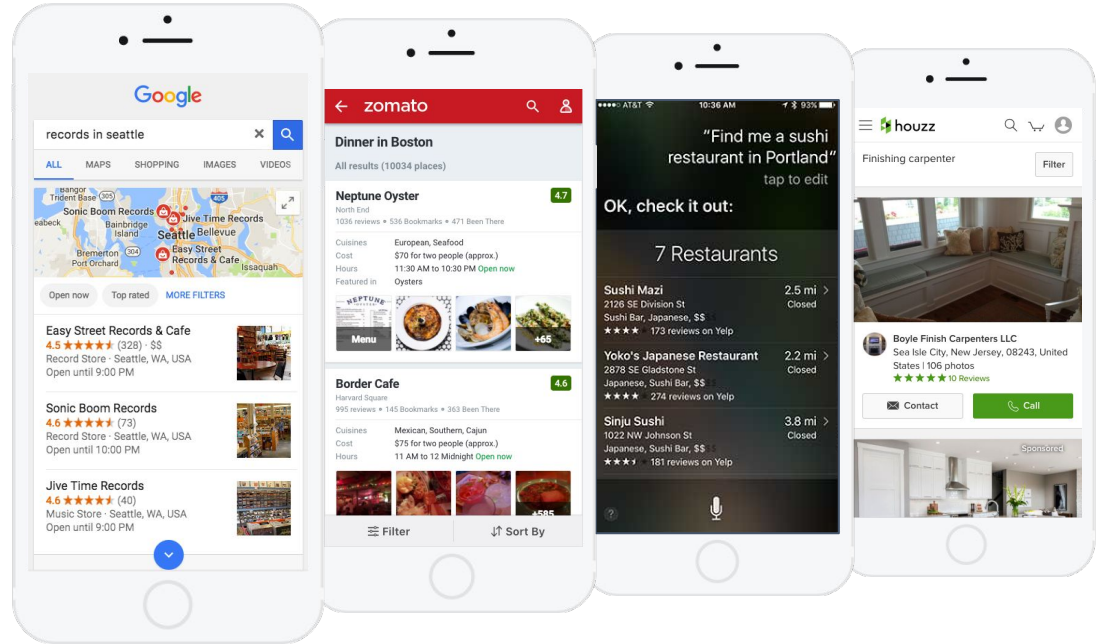
The moment someone decides they want something.



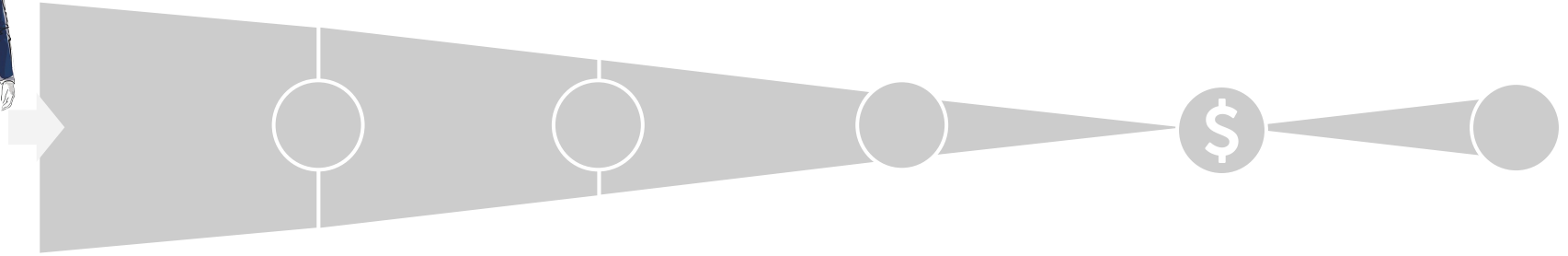
Do you stand out where people are making decisions?



Shoppers say they've used online resources



Customer Journey



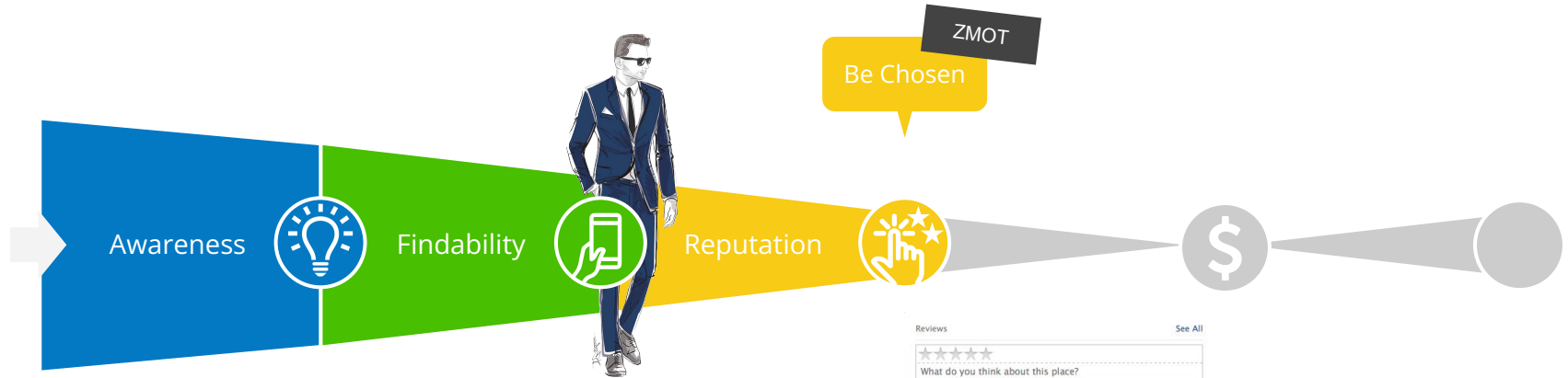
Customer Journey



Customer Journey



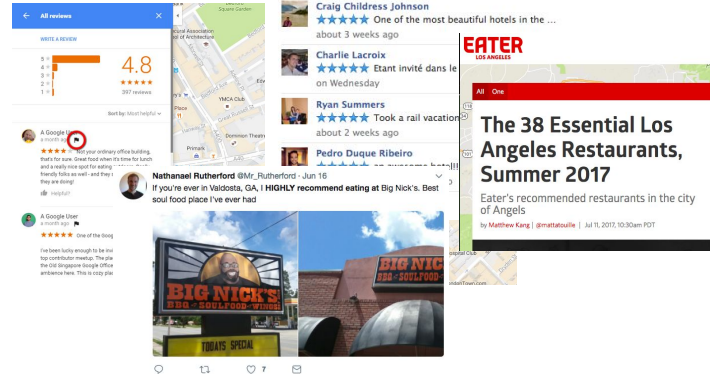
Customer Journey



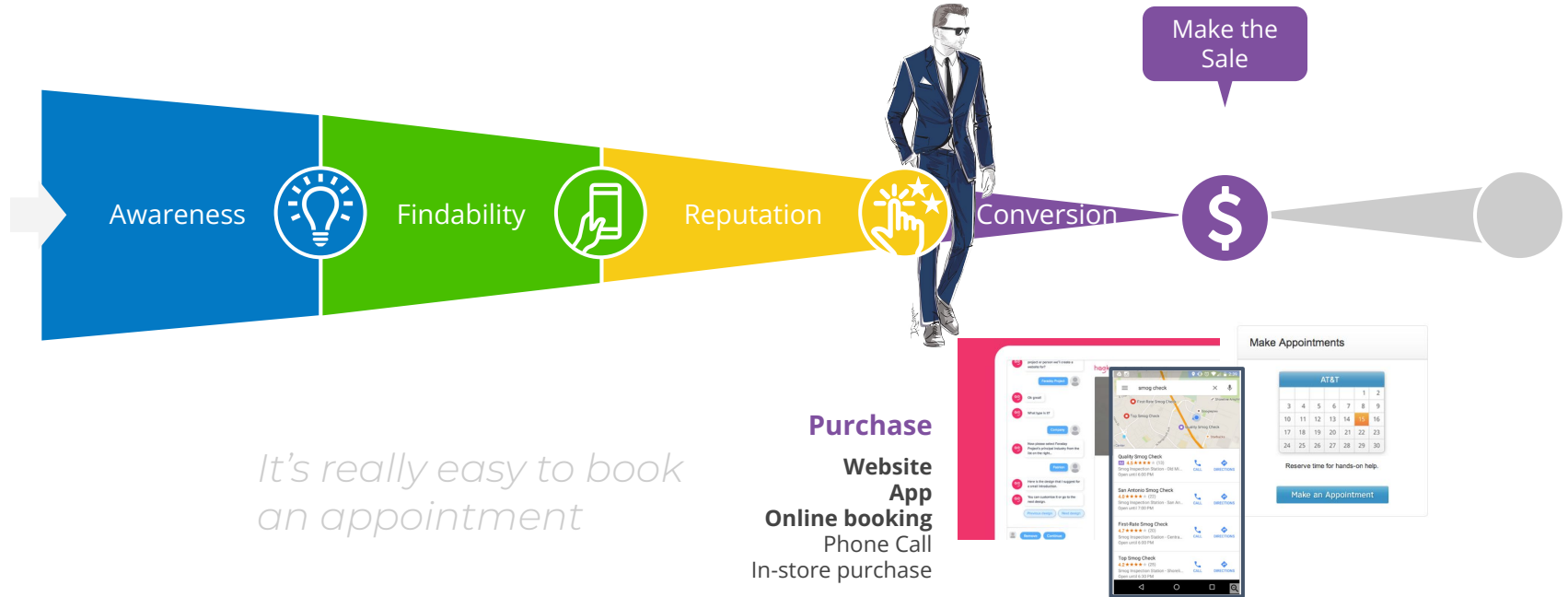
This business is popular! They have a lot of reviews, from mostly satisfied customers

Research

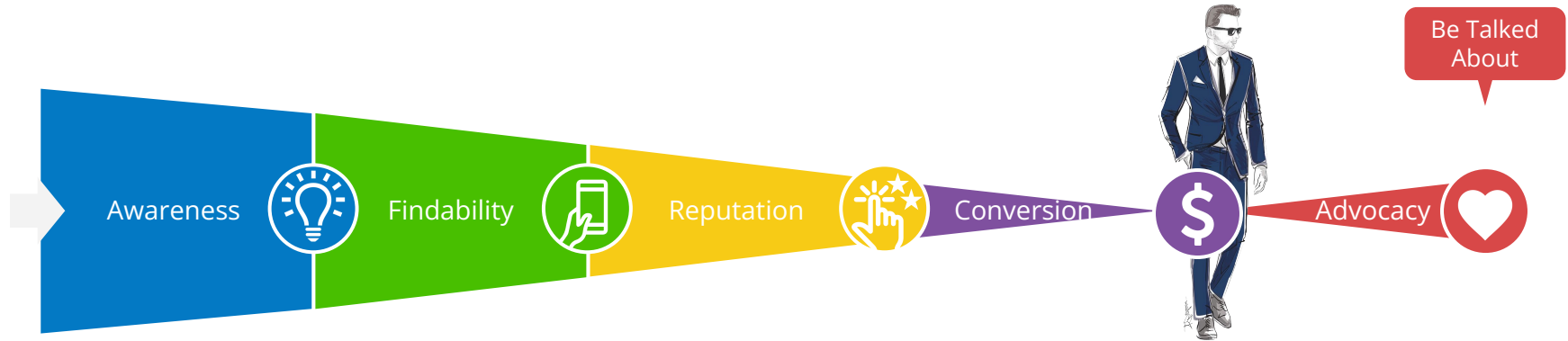
Blogs & Articles
Reviews
Social Media
Friends and family



Customer Journey



Customer Journey



*Quick, skilled service.
You should really
check them out.*

Experience

*Post-purchase expectations
vs. reality*

Social Post
Write a Review
Discuss with friends
Blog



Channels impacting your Customer's Journey



Stimulus

Social / search advertising
Email / text marketing
Loyalty programs
YouTube / Video ads
 Television
 Billboard
 Online display advertising
 Newspaper / Magazine
 Radio
 Word of mouth

Search

Organic Search
PPC
Maps
Directories
Apps
"Near me"
GPS

Research

Blogs & Articles
Reviews
Social Media
 Word of mouth

Purchase

Website
Online booking
Purchase via app
 In-store purchase

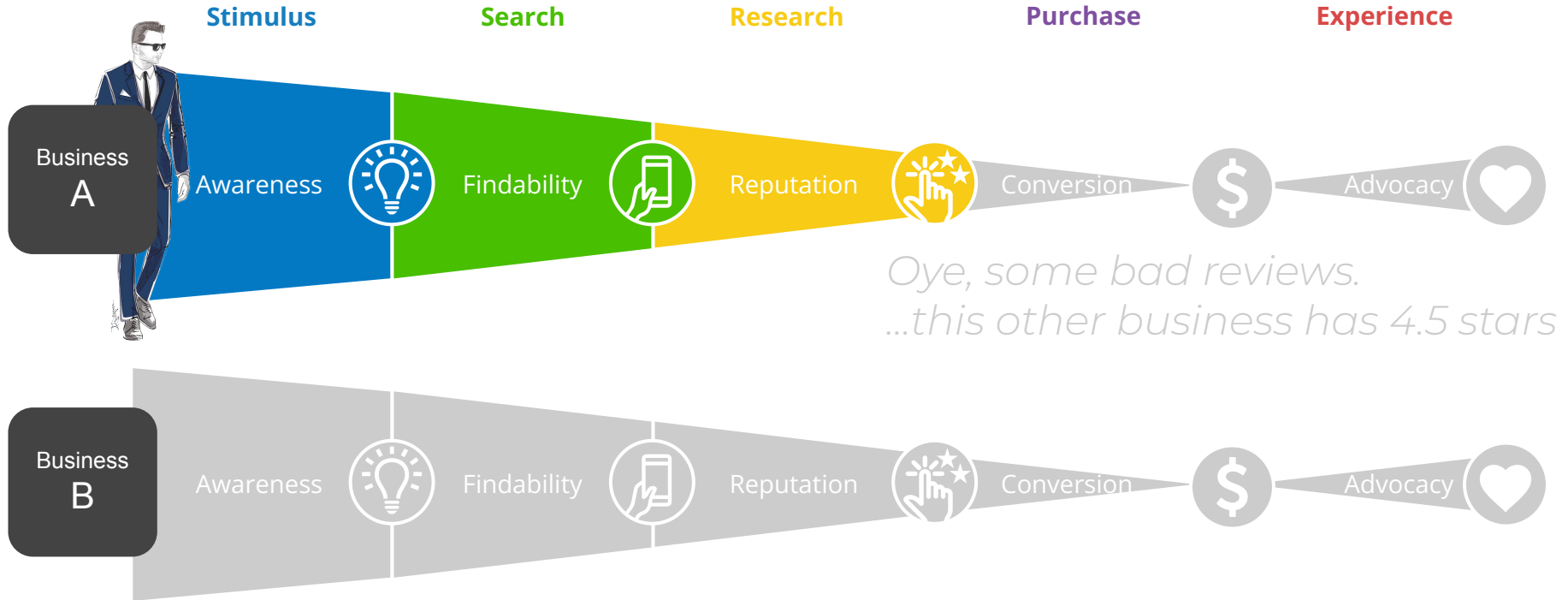
 Salesperson
 Marketing Materials

Experience

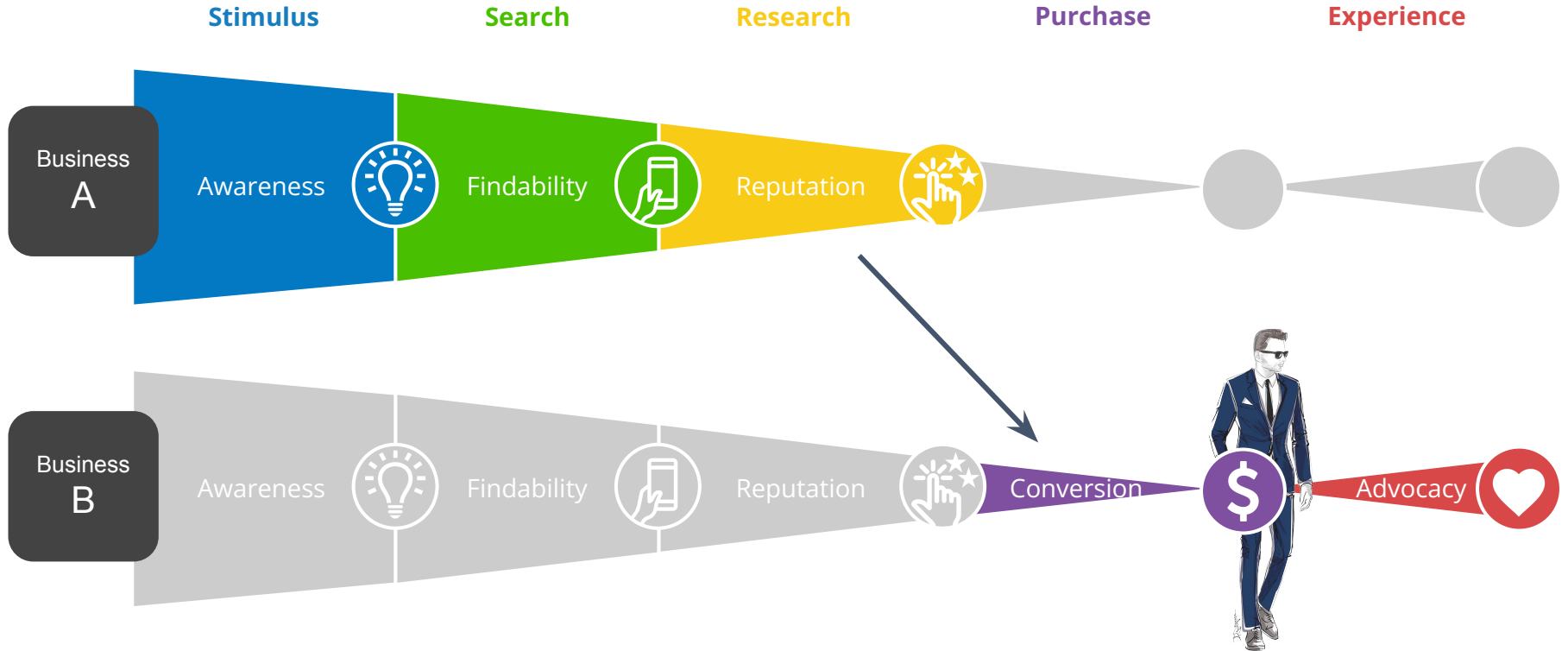
Post-purchase expectations vs. reality
Social Post
Write a Review
Blog
 Word of mouth

It's important to win
in each stage.

Marketing for the competition



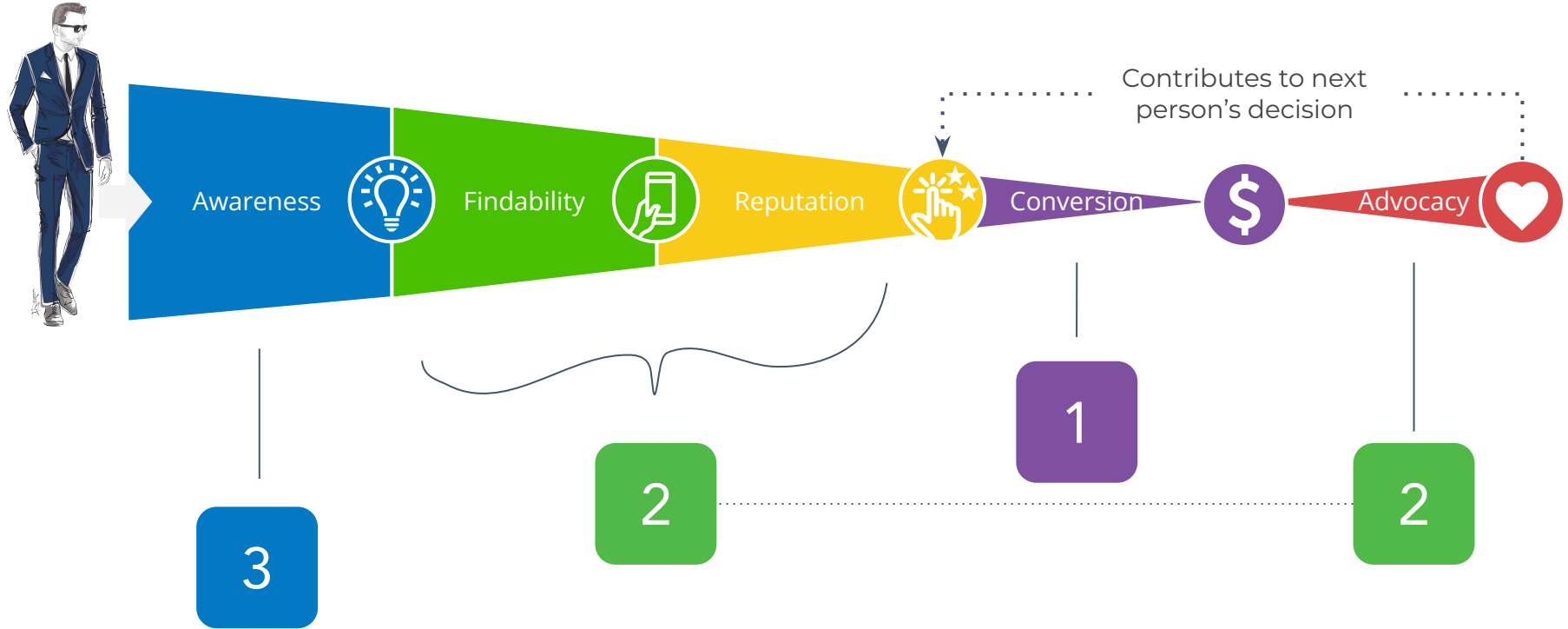
Marketing for the competition



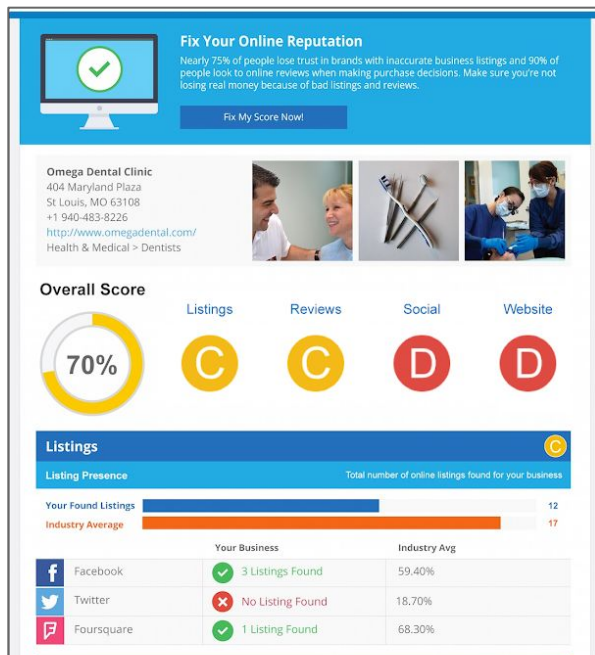
The easiest & fastest way to increase your marketing budget is to use your competitor's.

Where is the smartest
place to start?

3 Key Focus Areas



How are you performing?



1

Conversion 

2

Search Presence 

3

Awareness 

Recommended Strategies

START YOUR DIGITAL MARKETING JOURNEY



Fully manage your digital marketing strategies with DIY tools.

78% of location-based mobile searches result in an **offline purchase**.



Control the accuracy of your business listings across Google with Google My Business verification.

Local searches lead **50%** of mobile users to visit businesses **within 1 day**.



Save time and improve performance with our fully managed services, including social posting and digital advertising.

Competitive

- ✓ Managed Reputation Listing Sync Pro
- ✓ 2 weekly social posts on the platforms of your choice. Choose from Facebook, Instagram, LinkedIn, Twitter, and Google My Business.
- ✓ GMB Claim & Verification with on-going optimizations and 1 monthly GMB post.
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$99

MONTHLY

\$890

START YOUR DIGITAL MARKETING JOURNEY



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Control the accuracy of your business listings across Google with Google My Business verification.

Local searches lead **50%** of mobile users to visit businesses **within 1 day**.



Save time and improve performance with our fully managed services, including social posting and digital advertising.

Advantage

- ✓ SEO 10 Hours
- ✓ Google Ads campaign
- ✓ Managed review responses & Listing Sync Pro
- ✓ 2 weekly social posts on the platforms of your choice
- ✓ GMB Claim & Verification with on-going optimizations and 1 monthly GMB post.
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$299

MONTHLY

\$2010

OPTIMIZE YOUR **SOCIAL** COMMUNITY



Leverage your existing efforts to build your brand and drive better results.



Target your audience with precision using built-in customer insights.



Turn social media into a revenue-generating machine for your business.

97% of marketers are using **social media** to reach their audiences.

86% of consumers prefer an authentic and honest brand personality on **social networks**.

Competitive

- ✓ 2 weekly posts on the platforms of your choice. Choose from Facebook, Instagram, LinkedIn, Twitter, or GMB.
- ✓ A monthly budget of \$30 for Facebook post boosting.
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$99

MONTHLY

\$1095

OPTIMIZE YOUR **SOCIAL** COMMUNITY



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Turn social media into a revenue-generating machine for your business.

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86% of consumers prefer an authentic and honest brand personality on **social networks**.

Advantage

- ✓ 2 weekly posts on the platforms of your choice. Choose from Facebook, Instagram, LinkedIn, Twitter, or GMB.
- ✓ A monthly budget of \$30 for Facebook post boosting.
- ✓ A monthly blog post created by our dedicated team of writers.
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$460

MONTHLY

\$1800

BOOST YOUR CUSTOMER CONVERSIONS



Drive awareness to give your business more exposure in your local area.



Capitalize on your in-market audience that is actively searching for your services.



Engage prospects where they spend their time across all available channels.

65% of all clicks made by users who intend to make a purchase go to **paid ads**.

49% of people said they click on text ads, **31%** click on shopping, and **16%** click on video.

Competitive

- ✓ Basic Ads + Digital Display Ads Basic 375
- ✓ Basic Ads + Digital Search Ads Basic 375
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$195

MONTHLY

\$1380

BOOST YOUR CUSTOMER CONVERSIONS



Drive awareness to give your business more exposure in your local area.



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Engage prospects where they spend their time across all available channels.

65% of all clicks made by users who intend to make a purchase go to **paid ads**.

49% of people said they click on text ads, **31%** click on shopping, and **16%** click on video.

Advantage

- ✓ Precise Digital Ads Service using one budget & delivering retargeting, Proximity, User Persona Audiences. Based on online and offline actions.
- ✓ Local Ads (enhanced features) Display
- ✓ Basic Ads + Digital Search Ads Basic 375
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$195

MONTHLY

\$2005

GAIN THE INTEGRATED ADVANTAGE



Drive awareness to give your business more exposure in your local area.

82% of mobile shoppers conduct 'near me' searches.



Capitalize on your in-market audience that is actively searching for your services.

Two-thirds of consumers can recall a specific brand they have seen advertised on mobile in the last week.



Engage prospects where they spend their time across all available channels.

Competitive

- ✓ Precise Digital Ads Service using one budget & delivering multiple channels leveraging GPS, Retargeting, Proximity, User Persona Audiences. Based on online and offline actions.
- ✓ Fully managed SEO program 30 Hours Monthly with Email Marketing Campaign & Monthly Strategy Call
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$599

MONTHLY

\$4775

GAIN THE INTEGRATED ADVANTAGE



Drive awareness to give your business more exposure in your local area.

82% of mobile shoppers conduct 'near me' searches.



Capitalize on your in-market audience that is actively searching for your services.

Two-thirds of consumers can recall a specific brand they have seen advertised on mobile in the last week.



Engage prospects where they spend their time across all available channels.

Advantage

- ✓ Location Specific Walk Through Marketing Automation & Advertising Package with Wifi acquire, proximity build & reputation management.
- ✓ Precise Digital Ads Service using one budget & delivering multiple channels leveraging GPS, Retargeting, Proximity, User Persona Audiences. Based on online and offline actions.
- ✓ Fully managed SEO program 30 Hours Monthly with Email Marketing Campaign & Monthly Strategy Call
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$599

MONTHLY

\$4775

REINFORCE YOUR ONLINE PRESENCE



Drive awareness to give your business more exposure in your local area.



Capitalize on your in-market audience that is actively searching for your services.



Engage prospects where they spend their time across all available channels.

86% of consumers rely on the internet to find a **local business**.

97% of search engine users searched online to find a **local business**.

Competitive

- ✓ Google My Business Posts: 4x Month
Managed Google Search Ads
- ✓ Listing Sync Pro
- ✓ Business Center Including : Listing
Builder & Distribution, Reputation
Management, Social Marketing, Customer
Voice and Executive Reporting

SETUP

\$99

MONTHLY

\$585

REINFORCE YOUR ONLINE PRESENCE



Drive awareness to give your business more exposure in your local area.



Capitalize on your in-market audience that is actively searching for your services.



Engage prospects where they spend their time across all available channels.

86% of consumers rely on the internet to find a **local business**.

97% of search engine users searched online to find a **local business**.

Advantage

- ✓ Fully managed SEO program 10 hours monthly
- ✓ Google My Business Posts: 4x Month
Managed Google Search Ads
- ✓ Listing Sync Pro
- ✓ Business Center Including : Listing
Builder & Distribution, Reputation
Management, Social Marketing, Customer
Voice and Executive Reporting

SETUP

\$99

MONTHLY

\$1100

MONITOR & MANAGE YOUR ONLINE REPUTATION



Stay on top of the online activity affecting your business reputation.



Generate more revenue by influencing the consumer decision process.



Engage prospects in conversation through professionally managed services.

86% of consumers read reviews for **local businesses**.

Consumers read an average of **10 online reviews** before feeling able to trust a local business.

Competitive

- ✓ Professionally Managed review responses
- ✓ Professionally Managed review requests
- ✓ Supercharged 2x review scanning widget to display reviews from trusted sources on your website
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$0

MONTHLY

\$490

MONITOR & MANAGE YOUR ONLINE REPUTATION



Stay on top of the online activity affecting your business reputation.



Generate more revenue by influencing the consumer decision process.



Engage prospects in conversation through professionally managed services.

86% of consumers read reviews for **local businesses**.

Consumers read an average of **10 online reviews** before feeling able to trust a local business.

Advantage

- ✓ Monthly Blog Post + Email Campaign Management + 1 Monthly Email Campaign Creation + Story Tap User Generate Video + Reviews Starter
- ✓ Professionally Managed review responses
- ✓ Professionally Managed review requests
- ✓ Supercharged 2x review scanning Widget to display reviews from trusted sources on your website
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$0

MONTHLY

\$1280

MASTER THE WEBSITE ESSENTIALS



Custom-built websites,
designed to perform.



Website
maintenance and
management.



Mobile and
performance optimized
features.

Mobile websites that load in **5 seconds or less** will end in a viewing session that's **70% longer** than their slower counterparts.

61% of mobile searchers are more likely to contact a local business if they have a **mobile-friendly site.**

Competitive

- ✓ Additional 5 pages focused on your specific products or services which is better for SEO. Also includes ecommerce functionality up to 25 product skus
- ✓ Professionally designed mobile first (5 Page) website. Includes website maintenance and management hosted on a secure cloud
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP **\$2000**

MONTHLY **\$150**

MASTER THE WEBSITE ESSENTIALS



Custom-built websites,
designed to perform.



Website
maintenance and
management.



Mobile and
performance optimized
features.

Mobile websites that load in **5 seconds or less** will end in a viewing session that's **70% longer** than their slower counterparts.

61% of mobile searchers are more likely to contact a local business if they have a **mobile-friendly site.**

Advantage

- ✓ Conversion Optimisation Tools- Form Builder Appointment scheduling and live chat. Digital Search Advertising 375 to drive traffic
- ✓ Additional 5 pages focused on your specific products or services which is better for SEO. Also includes ecommerce functionality up to 25 product skus
- ✓ Professionally designed mobile first (5 Page) website. Includes website maintenance and management hosted on a secure cloud
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$599

MONTHLY

\$4775

GET FOUND WITH

SEO & SEM INSTANTLY



Target people who are actively looking for your products and services.



Set your goals and have our professionals optimize your performance.



Gain full visibility and insights through your conversion dashboard.

Organic SEO is about **5.66 times** better than paid search ads.

63% of people said they'd click on a Google ad.

Competitive

- ✓ Digital Search Advertising 375 to drive traffic from the top of Google
- ✓ Fully managed SEO Program 10 Hours Monthly
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$299

MONTHLY

\$2505

GET FOUND WITH

SEO & SEM INSTANTLY



Target people who are actively looking for your products and services.



Set your goals and have our professionals optimize your performance.



Gain full visibility and insights through your conversion dashboard.

Organic SEO is about **5.66 times** better than paid search ads.

63% of people said they'd click on a Google ad.

Advantage

- ✓ Search Ads Boost 750 (Total 1125) Leverage more ad groups, and further Keyword customization
- ✓ Digital Search Advertising 375 to drive traffic from the top of Google
- ✓ Fully managed SEO Program 10 Hours Monthly
- ✓ Business Center Including : Listing Builder & Distribution, Reputation Management, Social Marketing, Customer Voice and Executive Reporting

SETUP

\$299

MONTHLY

\$2505

When can we start?

Share Knowledge & Strategies

Sign into
Business Center together:



[Business App \(smblogin.com\)](https://smblogin.com)

What we need from you to begin

- Current complete address and contact information
- Business gmail address & password (Google My Business)
- Be made an administrator of your Facebook page (or share email and password)
- Social media logins

Thank you.



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