



Local Media Operation Captures New Dollars

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ReachLocal At A Glance

FOUNDED
2004



Our Mission is to help local business **acquire, manage** and **retain** customers online

200+
million
LEADS 
DELIVERED

 **21,900**
ACTIVE CLIENTS



Google AdWords™ Premier SMB Partner

What Does This Mean?

- ✓ Hand picked, trained and audited by Google
- ✓ Met stricter eligibility requirements than any other AdWords partner program
- ✓ Recognized by Google for superb quality, reliability & expertise
- ✓ Provide end-to-end customer service, guidance & support



Strategic Partners Overview

Media Publishers

Newspapers, radio stations, and network cable TV stations with dedicated local sales force

Industry-Specific Businesses

Companies that provide online marketing products, services, and/or technologies to specific industries


Agencies

Advertising agencies that manage relationships with advertisers for creative and media placement



Partnering with ReachLocal has allowed us to solidify and retain existing customers. In fact, without local search, we wouldn't have some accounts today using any media with us.

ReachLocal Partner Contact
100k Sunday Circulation
70k Weekday Circulation



Case Study: Newspaper Partner

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Market Analysis

- Market:** 100k Sunday, 70k weekday circ., competitive market
- Goal:** Product expansion to include PPC via ReachLocal
- History:** Partner has had history with vendors leveraging sales and churning advertisers; meanwhile market demands a successful, well rounded media offering to gain share
- Challenge:** Expand products by choosing a best in class partner that does not put existing business at risk
- Solution:** Leverage ReachLocal's history, expert personnel and scalable, best in class, platform



Planning & Execution

1

Welcome Call

- ✓ Identified business objectives & immediate needs; explore opportunities
- ✓ Identified key players on both sides and planned training

2

Initial Training

- ✓ Provided in-market & virtual training
- ✓ Equipped team members with knowledge needed to best leverage the ReachLocal offerings to gain market share

3

Ongoing Marketing Support

- ✓ Continue providing turn key marketing support (complete with sales decks & custom media planning documents)
- ✓ Give insights via business intelligence data

4

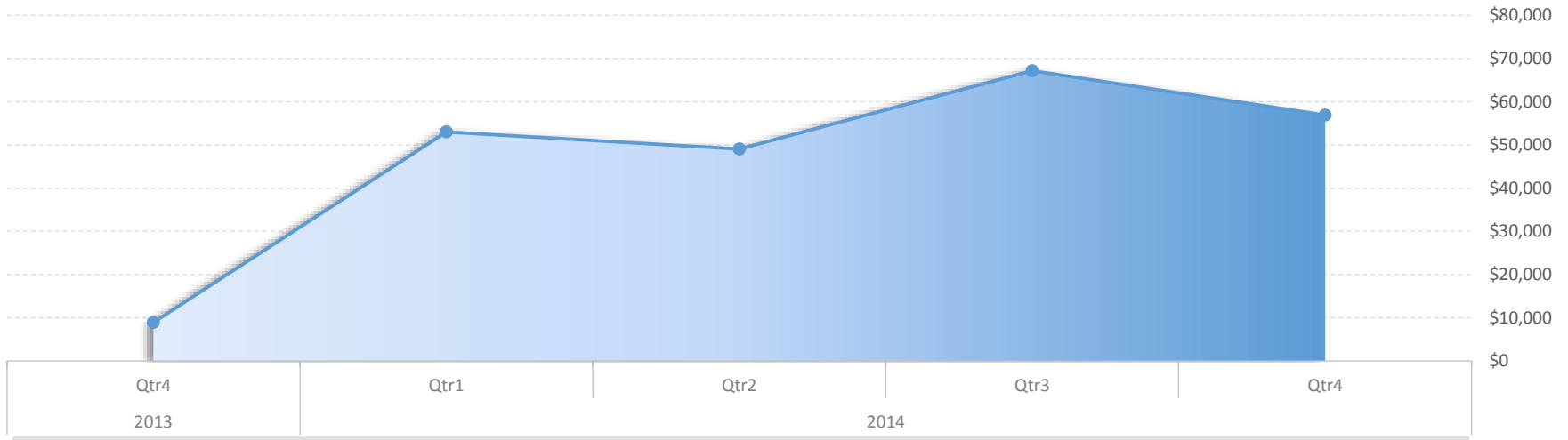
Further Development

- ✓ Dedicated Partner Development Executive
- ✓ Pre and post sales assistance
- ✓ Strategic Planning
- ✓ Quarterly Business Reviews

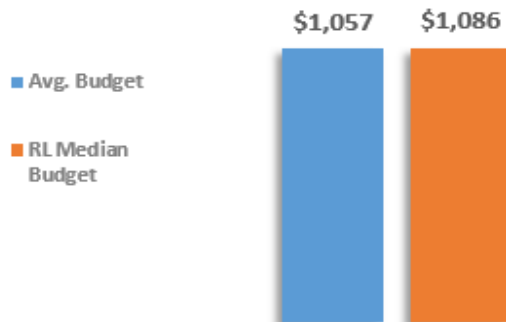
Newspaper Market Sales Ramp

Historical Spend

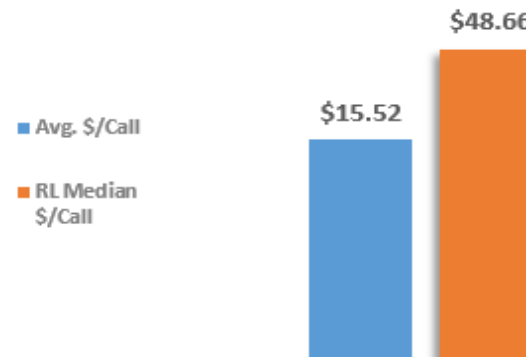
Total Spend: **\$234,964**



Budget



\$/Call



A blue-tinted photograph of two men in business attire looking at a whiteboard in a meeting room. The man on the right is pointing at the whiteboard. The text 'Looking Forward' is overlaid in white, with a dotted line below it.

Looking Forward

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2015 Growth Plan



- ✓ Increase sales adoption
- ✓ Expecting to double in 2015
- ✓ Increase advertiser count
- ✓ Annual agreements
- ✓ Continue to increase share of wallet
- ✓ Success = increase in total marketing dollars in the market
- ✓ Additional market expansion



Thank You

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