



TIME FOR  
TRANSFORMATION

vivial™

# The Consumer Shopping Evolution

vivial™

2000

vivial™



*This is me in 2000!*

vivial™



*This is my first  
apartment after  
college.*

vivial™

**It was comfortable.**

vivial™

**It was comfortable.**  
**But something was missing.**

**vivial™**



*I saw a Home Depot  
commercial during  
Friends.*

vivial™



SAVE MORE ON THE BEST BRANDS

**FREE** PICK-UP & RETURNS  
AT ANY STORE

OVER ONE MILLION ONLINE ITEMS ELIGIBLE + NO-HASSLE RETURNS



**THE HOME DEPOT  
DELIVERS.**

Just say when,  
where and how  
[homedepot.com/delivery](http://homedepot.com/delivery)



**\$149**

HOME DECORATORS  
COLLECTION MERCER 52  
IN. LED INDOOR  
BRUSHED NICKEL  
CEILING FAN WITH...

★★★★★ (372)



**\$15<sup>97</sup>**

18 IN. WHITE EXTENSION  
DOWNROD

Not Yet Rated



**\$11<sup>97</sup>**

12 IN. WHITE EXTENSION  
DOWNROD

★★★★★ (1)



**\$17<sup>97</sup>**

24 IN. WHITE EXTENSION  
DOWNROD

★★★★★ (4)



**\$19<sup>97</sup>**

36 IN. WHITE EXTENSION  
DOWNROD

Not Yet Rated



**\$119**

HOME DECORATORS  
COLLECTION MERWRY 52 IN.  
INTEGRATED LED INDOOR  
MATTE BLACK CEILING FAN  
WITH LIGHT KIT AND...

★★★★★ (818)



**\$1<sup>98</sup>**

LEVITON DECORA 15 AMP SINGLE-POLE AC QUIET  
SWITCH, WHITE

★★★★★ (162)



**\$119**

HOME DECORATORS  
COLLECTION MERWRY 52 IN.  
LED INDOOR BRUSHED  
NICKEL CEILING FAN WITH  
LIGHT KIT AND REMOTE...

★★★★★ (818)

*And a newspaper  
ad in the Sunday  
paper.*

vivial™



*So I drove to Home Depot.*

vivial™



*Searched the store and  
drove back home.*

vivial™



*In the end I found  
the perfect fit.*

vivial™

# 2018

vivial™





*It's 2018 and things  
have changed a little!*

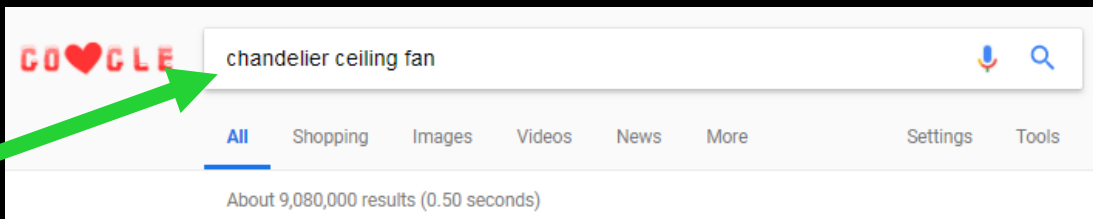
vivial™



*I wanted a ceiling fan, but is there such a thing as a cool ceiling fan?*

vivial™

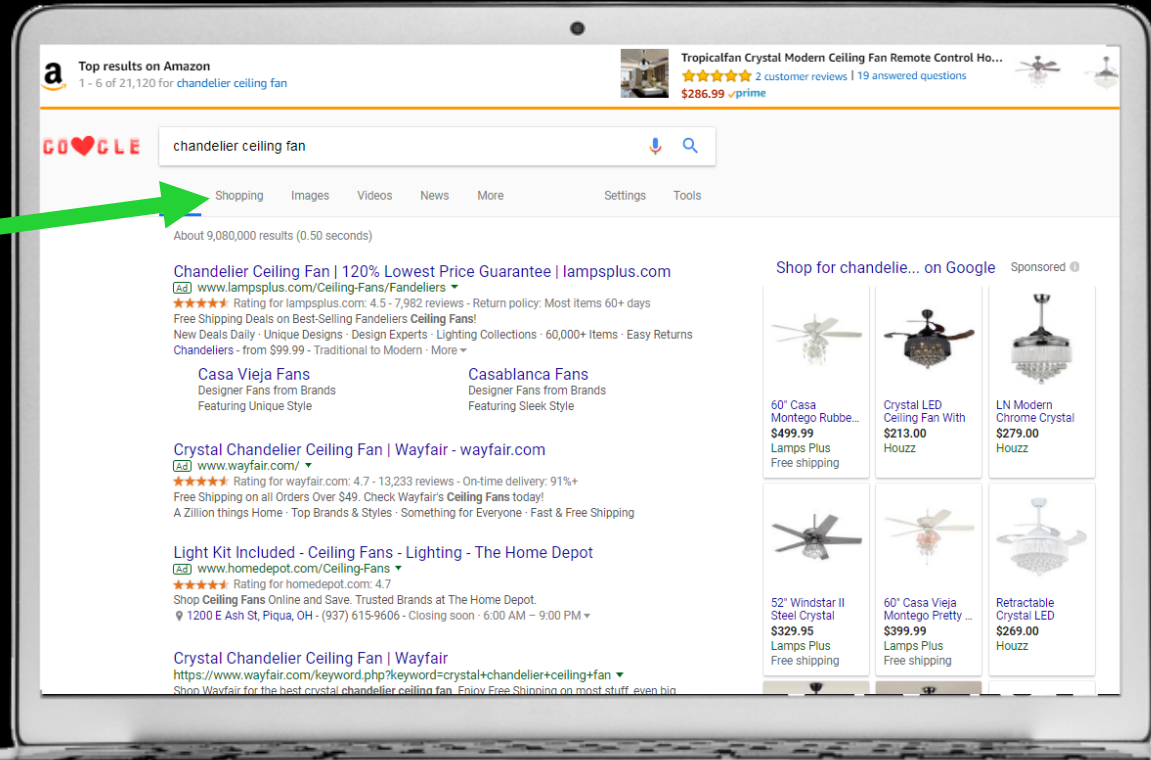
*I began my search on Google.*



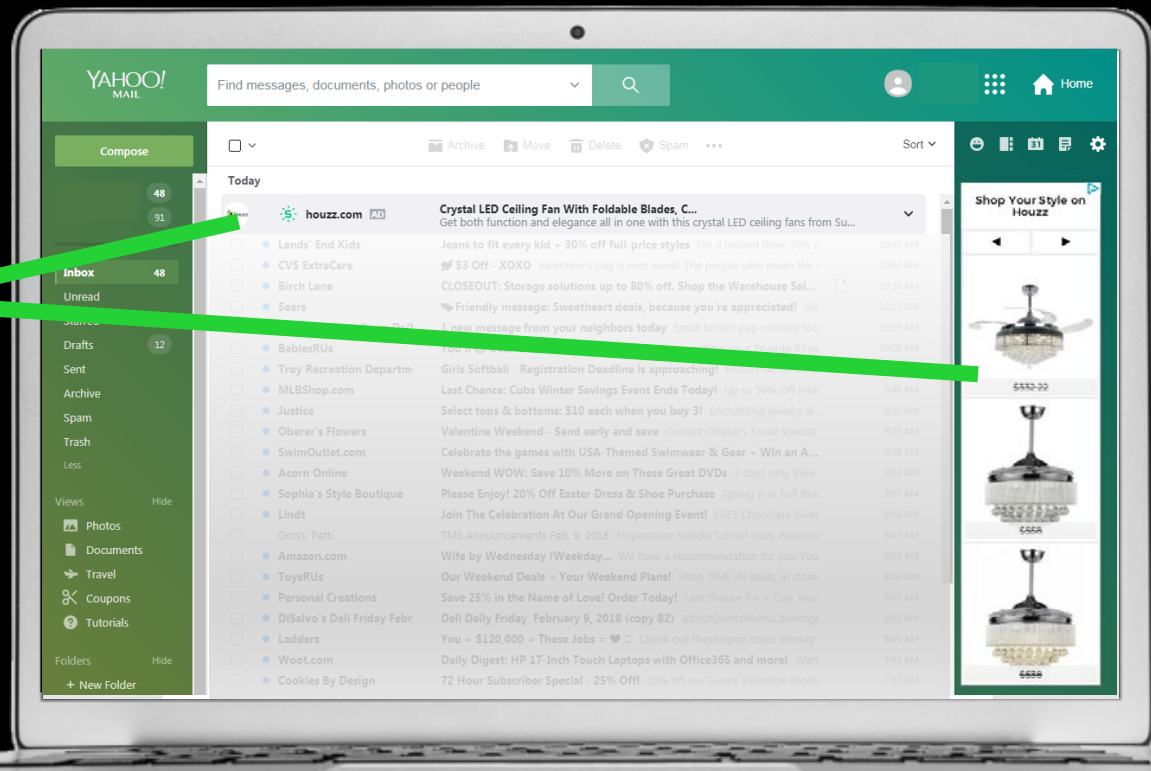
vivial™



*... But I ran out of time and decided to finish my search later.*

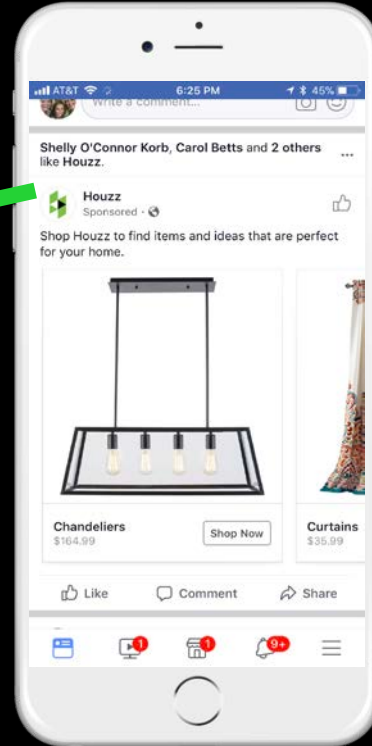


*... Everywhere I went online, either on my mobile or laptop, I saw chandelier ceiling fans!*



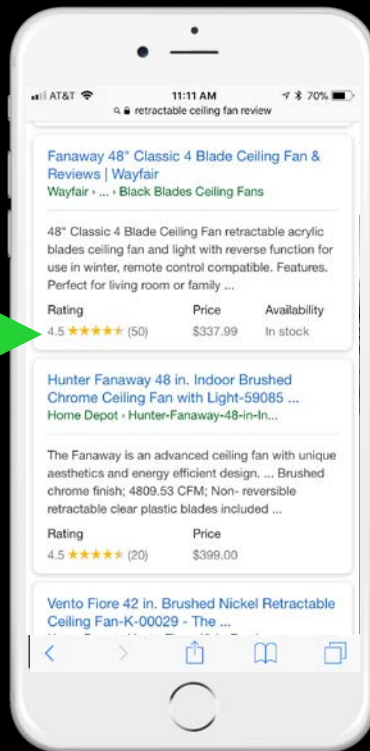
**vivial™**

*... Everywhere I went online, either on my mobile or laptop, I saw chandelier ceiling fans!*



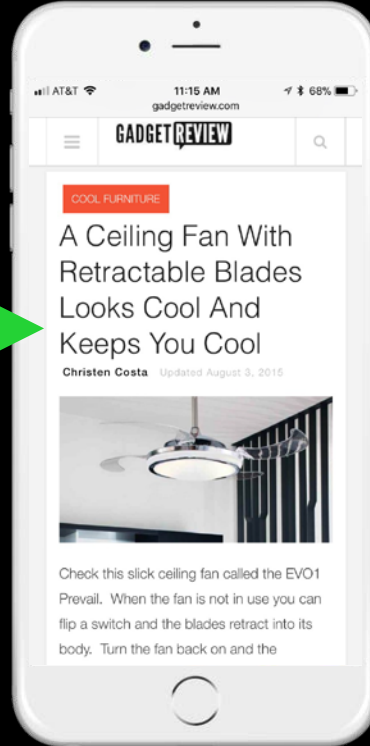
vivial™

*... So I decided to do a bit more research.*



vivial™

*... So I decided to do a bit more research.*



vivial™

*Finally I was ready to buy! But from where?*



amazon home services  House cleaning, furniture assembly, TV mounting & more [Shop now](#)

to search results for "crystal led ceiling fan with foldable blades"

**Parrot Uncle**  
**Parrot Uncle Ceiling Fans with Lights**  
42" Modern LED Ceiling Fan Retractable  
Blades Crystal Chandelier Fan with  
Remote Control, 4000K Cool White, Not  
Dimmable, Chrome Finished  
★★★★★ 66 customer reviews  
94 answered questions

Price: **\$325.00 & FREE Shipping**

Get \$10 off instantly: Pay \$315.00 upon approval for the Amazon Prime Store Card.

**Note:** Not eligible for Amazon Prime.

Get it as soon as March 19 - April 5 if you choose Standard Shipping at checkout.

Ships from and sold by Parrot Uncle Lighting Fixtures.

Color: 4201

 \$325.00	 <b>\$325.00</b>	 \$299.00 prime
 \$325.00	 \$325.00	 \$299.00 prime

Roll over image to zoom in

vivial™

*Finally I was ready to buy! But from where?*



houzz

Search Photos, Products, Pros & More...

BATHROOM SALE

Sign In

PHOTOS SHOP BY DEPARTMENT FIND PROFESSIONALS STORIES & ADVICE SALE

All Products Hat Ceiling Lighting Ceiling Fans

### Crystal LED Ceiling Fan With Foldable Blades, Chrome

★★★★★ 30 Ratings and Reviews

**Sale**  
50% Off

**\$279** ~~\$558~~  
You save: \$279.00 (50% Off)

Shipping & Sales Information  
Estimated delivery: Feb 14 - Mar 11, ships to 45419 (change)

Quantity: 1 [Add to Cart](#)

Get both function and elegance all in one with this crystal LED ceiling fans from Suzuki Lighting. Features the chrome finish, 4 clear acrylic foldable blades and glamorous crystal, this modern ceiling fans will keep your space looking current and inspired.

- Package includes: Ceiling Fans, Remote Control, Two down rods (L/S and L/R)
- Size: 42.5" when blades extend, and around 20" when closed.

Features:

- Color: Chrome
- Material: Acrylic, Metal, Crystal
- Rating: AC 100V
- Bulb Type: SMD LED
- Bulb Included: Yes
- Number of Blades: 4
- Speed: 3

vivial™

*Finally I was ready to buy! But from where?*



vivial™





vivial™



*My new view!*

vivial™

**Same purchase.**

**vivial™**

**Same purchase.**  
**Two very different paths.**



**How does a local business keep up?**

**vivial™**

# How Do Businesses Survive? They Find a Trusted Partner.

- Multi-channel marketing is the norm, not the exception

The average consumer references **10** sources before making a purchase

Google, 2017

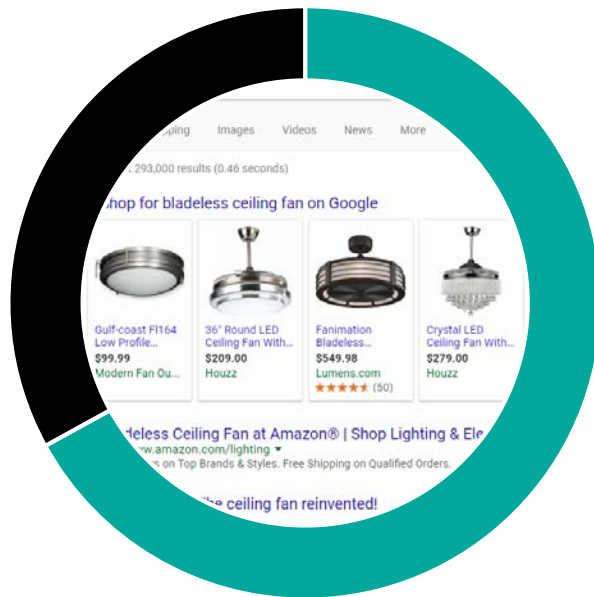


# How Do Businesses Survive? They Find a Trusted Partner.

- Businesses know consumers are turning increasingly towards digital platforms

**67%** of a consumer's purchase journey is done digitally

Lenatl, 2017



# How Do Businesses Survive? They Find a Trusted Partner.

- Businesses are looking for a all-in-one, comprehensive solution

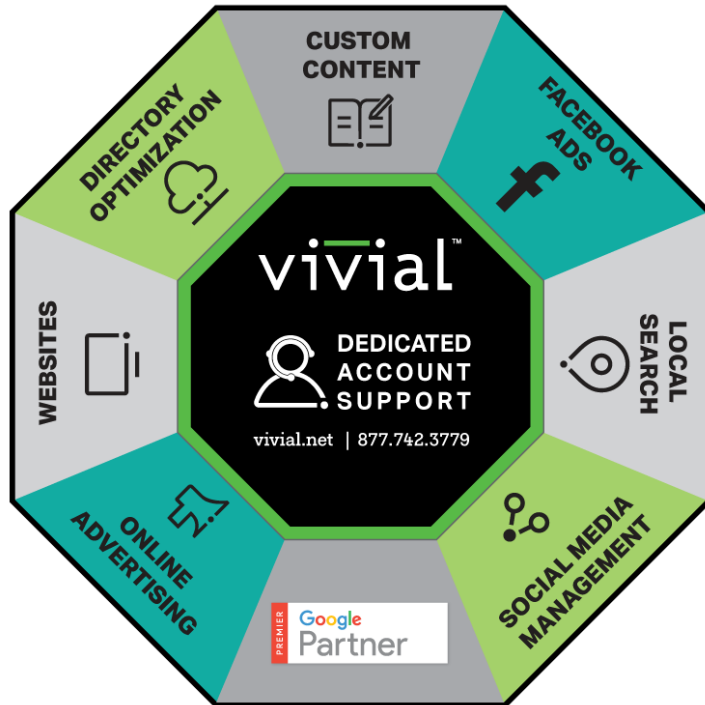
**24** The average SMB receives 24 call/month from marketing providers, trying to sell them advertising.

Local Search Association, 2017

**50%** of SMBs use fewer than two marketing platforms.

Blue Corona, 2017





At Vivial, we deliver the solutions consumers use when searching.

- Turn-key solutions
- Trusted partner
- Understanding of the business and industry
- Flexible service and support

# **Case Study: Reed Law Offices PC, LLC**



# Case Study: Reed Law Offices Began As a Traditional Print Customer

**Nursing Home Neglect & Abuse**



**Shayla Reed**

**Why Reed Law Offices?**

- ◆ Only Nebraska Law Firm Highly Focused On Nursing Home Neglect & Abuse
- ◆ Top 100 Trial Lawyers as Selected by American Trial Lawyers Associations
- ◆ Member of American Association for Justice Nursing Home Litigation Group

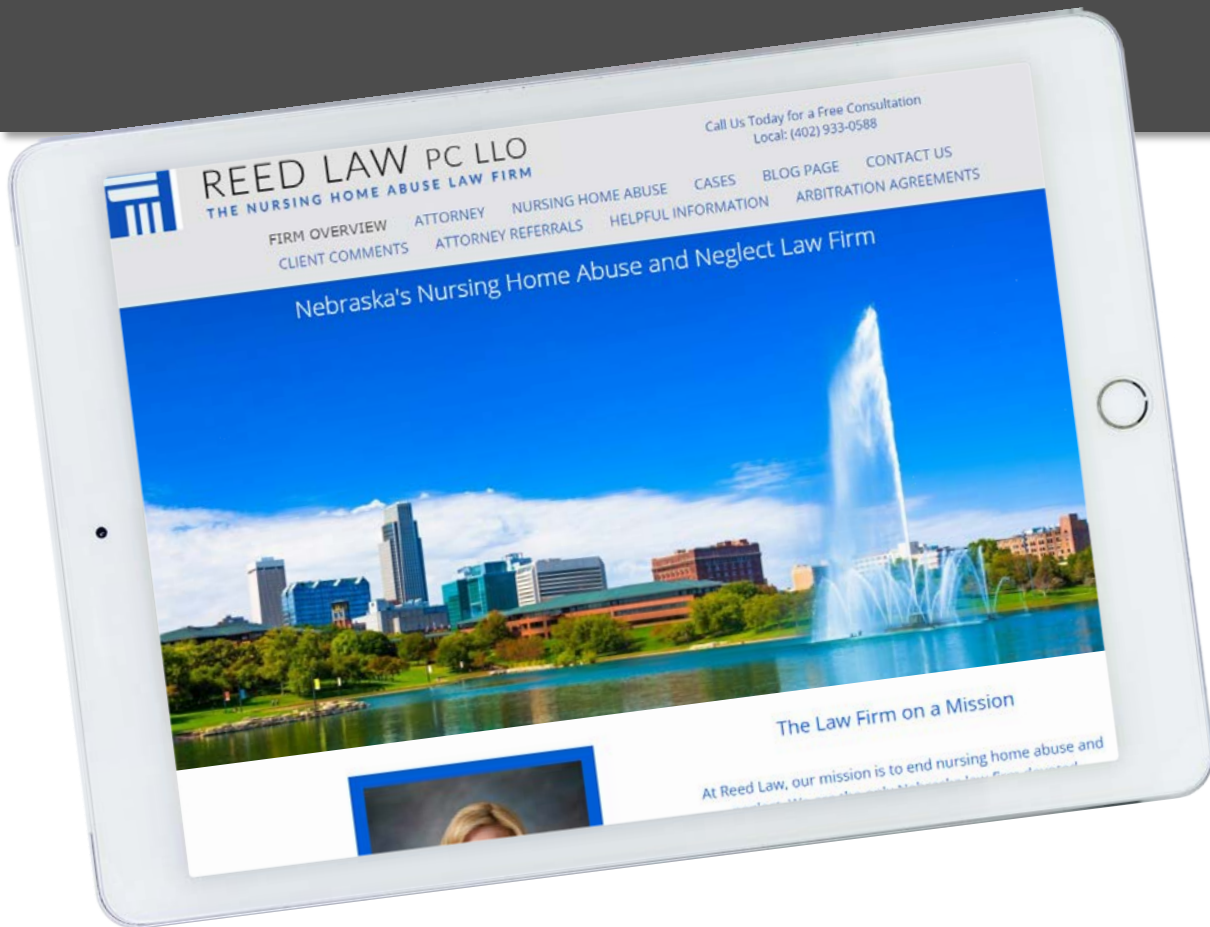
**REED LAW OFFICES PC, LLO**

Call today for a free case evaluation  
**(402) 401-4962**  
11414 W. Center Rd., Ste. 136  
[www.ReedLawOmaha.com](http://www.ReedLawOmaha.com)



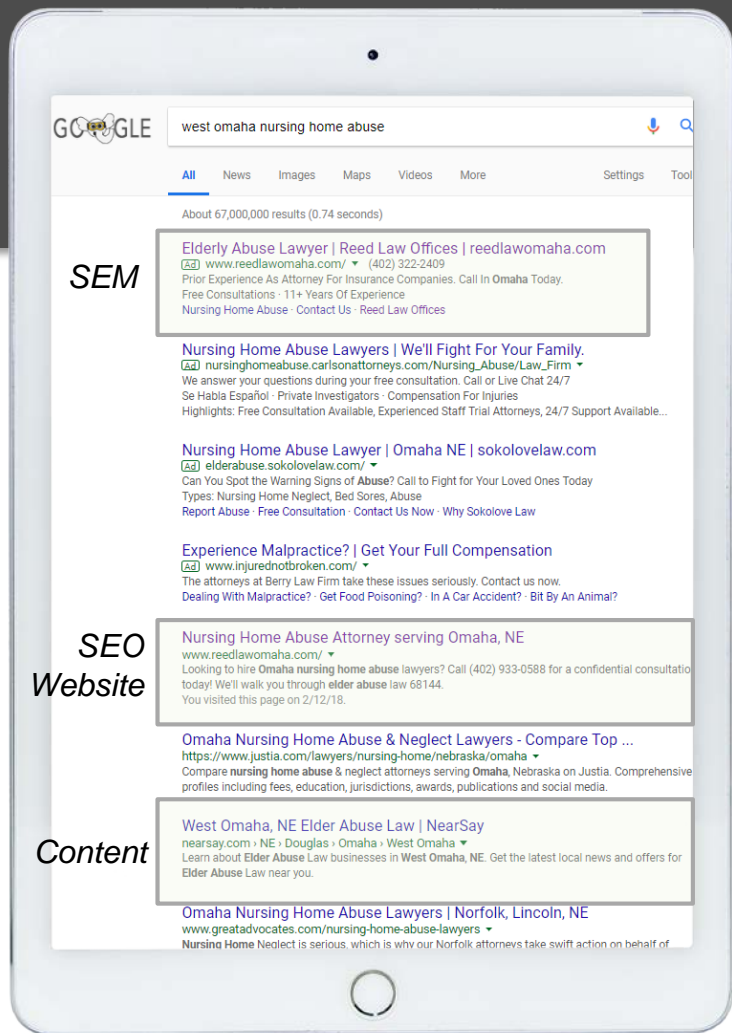
- But as the consumer buying process changed, so too did their advertising strategy

# Case Study: ReedLawOmaha.com



- Step 1: A new website
- Step 2: Drive traffic to the website

# Case Study: Page #1 Domination



- 137 Google Rankings
- 105 Google Organic Rankings
- 32 Google Maps
- 235 Directories Optimized
- 38 articles written and shared, reaching nearly 20K potential customers

# Case Study: Averaging 14% Facebook Engagement



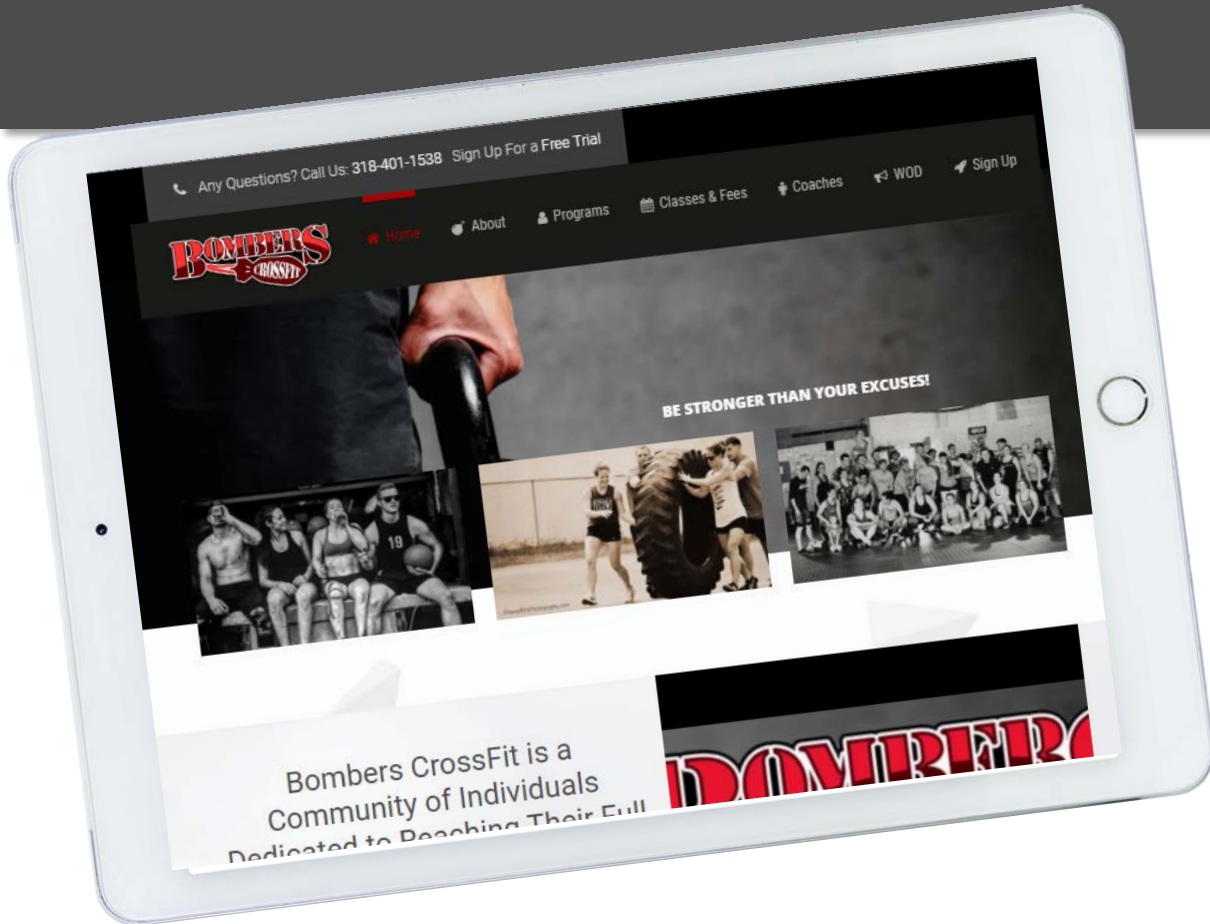
- 14.2% engagement rate
- 1,000+ post clicks
- 686 post reactions
- 204 post shares

# Case Study: Bombers CrossFit





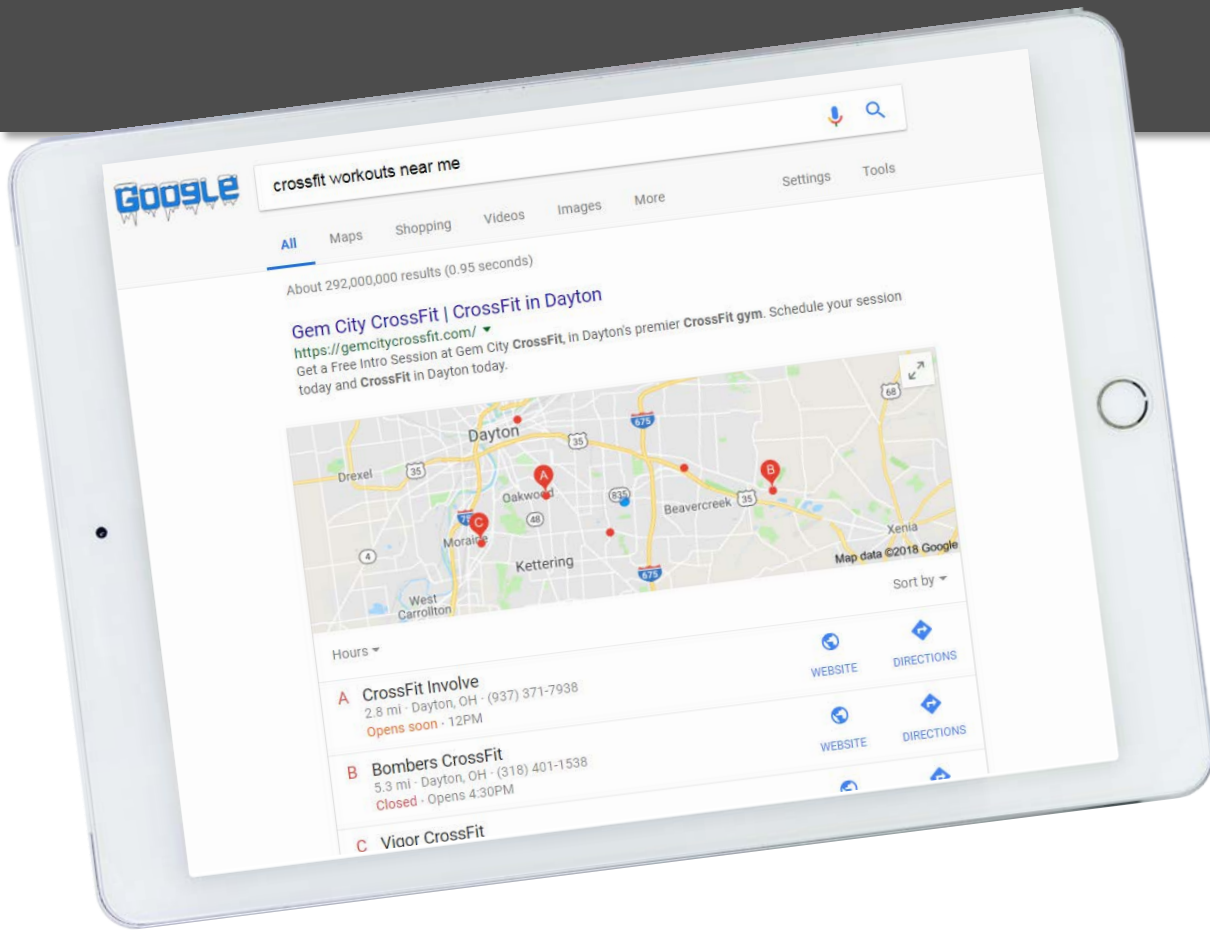
# Case Study: Bombers CrossFit



- Engaging mobile-responsive website

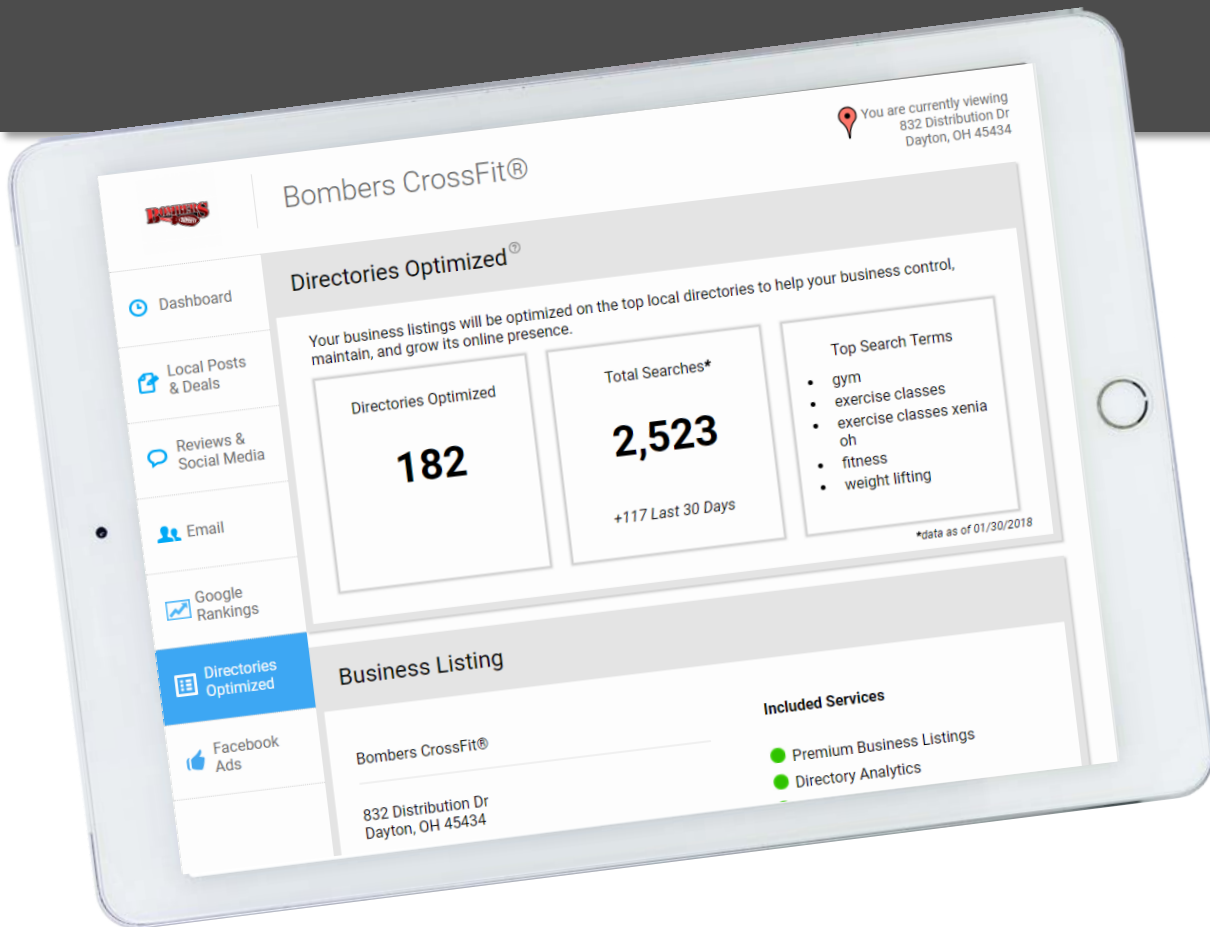


# Case Study: Bombers Earned Top Google Rankings



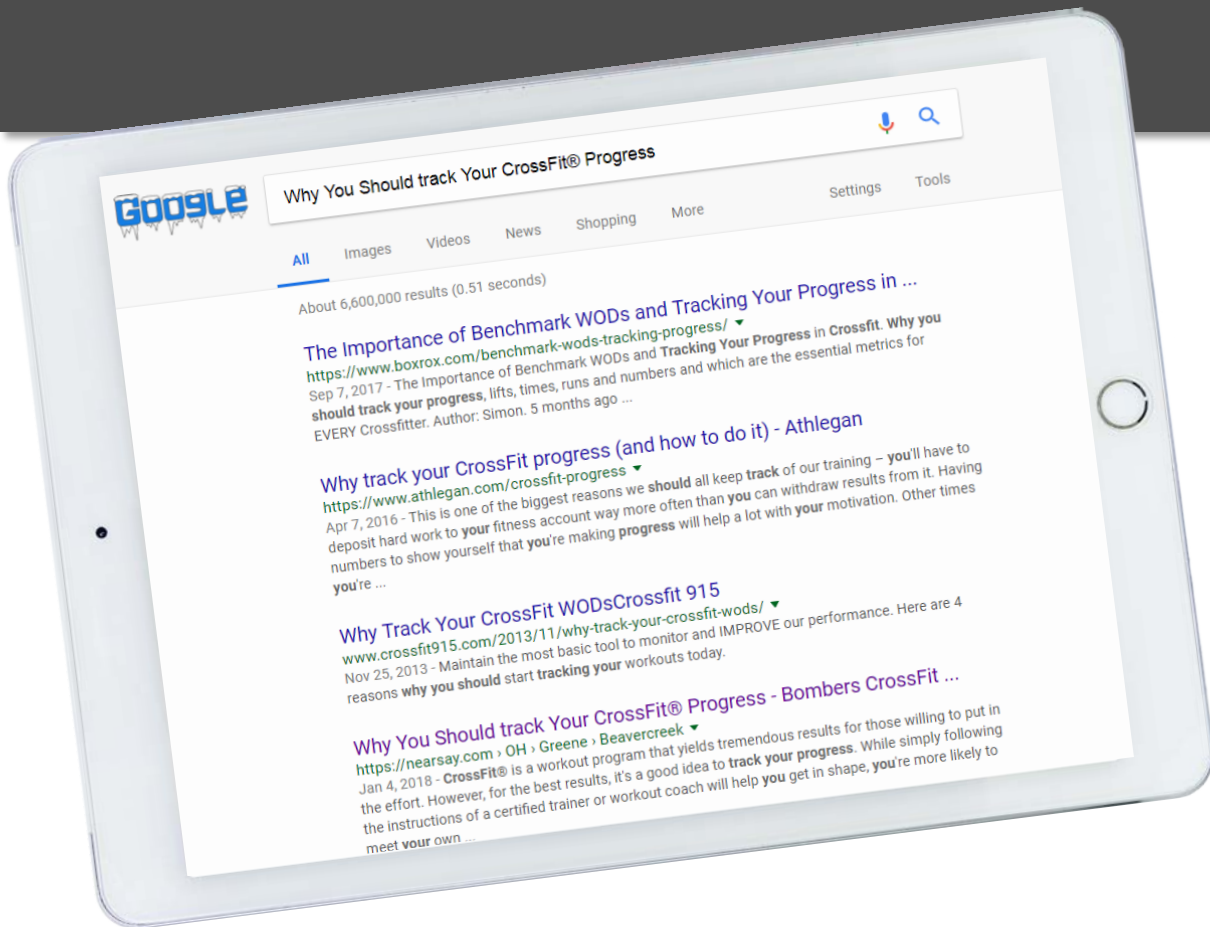
- Top 3 for 39 keywords
- Front Page for 77 keywords
- 60 Google Map Rankings

# Case Study: 182 Directories Optimized



- Business information is updated and locked, increasing SEO

# Case Study: Content Influences Rankings



- 165,000 potential new members read expert articles nearly 12,000 times

***“Our membership has increased 25%. Our social media and online presence has dramatically increased.”***

Andy Kershbaum, Owner,  
Bombers CrossFit

# Success Tips: Practical Steps to Drive Digital Transformation

- Transformation is a process, not an instantaneous change
- Start with the biggest impact on revenue with the smallest impact on cost
- Make changes/decisions that are driven by your market's needs
- Balance the old and the new
- Build, buy or partner – what is the right combination