



Taming the Internet One Click at a Time



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 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.
- 35% of all searches are done with an intent to buy.
- 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.

But I Have a Website!

It is estimated there are over a trillion web pages in the world today all trying to connect to someone. About half of all American businesses have a website because they realize the need for an online presence but most don't know how to drive customers to their website.

The real question is not do you have a website, but how are you driving customers to it? How can your products and services stand out in your local market when your customers are online?

Online Campaigns

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?**

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.

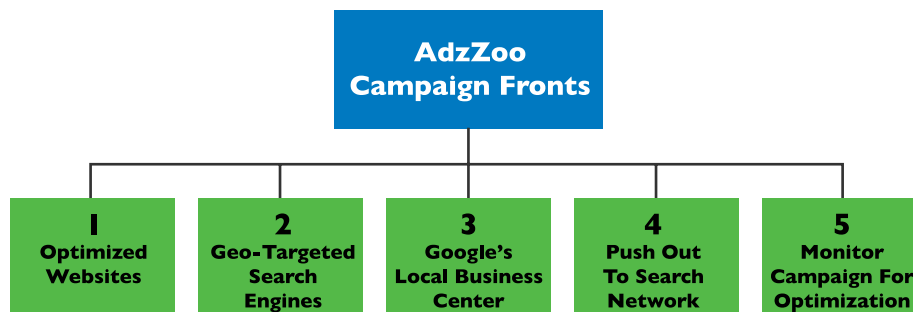
Location, Location, Location!

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. Your web presence and search engine location matter.

Google, and other search engines, guide people through billions of websites to deliver the most relevant information matching search criteria. AdzZoo creates an online campaign for each business to drive online traffic to your door.

Location also applies to advertising on popular web sites. As we all know, effective advertising is done through ad campaigns. Promotion of your business name and message on some of the most popular web sites in the world creates a branding effect within your local community that is crucial for your business.

How does it work?



- 1. Optimized Website:** Designed for searches and online exposure.
- 2. Geo-Targeted Search Engine Results:** Enables local businesses to be matched with local searches.
- 3. Google's Local Business Center:** Put your business on the map!
- 4. Push Out To Search Network:** Your geo-targeted ad on high traffic websites like CNN, Food Network, Facebook, and thousands of others.
- 5. Monitor Campaign For Optimization:** Monitor and fine tune campaign for optimum online exposure.

Neighborhood Campaign: \$119.95/mo

- Optimized Website
- Link to your business website
- Business added to Google's Local Business Center
- Target 80 sq miles (5 mile radius)
- Minimum 3 Keywords/Key Phrases
- Your Ad pushed out to the most popular websites
- Pushed out to the major search engines
- 24/7 Campaign Monitoring

Metro Campaign: \$179.95/mo

- Higher daily exposures than the Neighborhood package
- Optimized Website
- Link to your business website
- Business added to Google's Local Business Center
- Target 315 sq miles (10 mile radius)
- Minimum 6 Keywords/Key Phrases
- Your Ad pushed out to the most popular websites
- Pushed out to the major search engines
- 24/7 Campaign Monitoring

Area Campaign: \$269.95/mo

- Higher daily exposures than the Metro package
- Optimized Website
- Link to your business website
- Business added to Google's Local Business Center
- Target 1,260 sq miles (20 mile radius)
- Minimum 9 Keywords/key phrases
- Your Ad pushed out to the most popular websites
- Pushed out to the major search engines
- 24/7 Campaign Monitoring

Regional Campaign: \$399.95/mo

- Higher daily exposures than the Area package
- Optimized Website
- Link to your business website
- Business added to Google's Local Business Center
- Target 7,850 sq miles (50 mile radius)
- Minimum 12 Keywords/Key Phrases
- Your Ad pushed out to the most popular websites
- Pushed out to the major search engines
- 24/7 Campaign Monitoring

Regional Plus Campaign: \$699.95/mo

- Higher daily exposures than the Regional package
- Optimized Website
- Link to your business website
- Business added to Google's Local Business Center
- Target 31,415 sq miles (100 mile radius)
- Minimum 15 Keywords/Key Phrases
- Your Ad pushed out to the most popular websites
- Pushed out to the major search engines
- 24/7 Campaign monitoring

Custom Campaign

Complete the Custom Ad Campaign Quote Form for customized pricing.

*All campaigns have a one-time \$49.95 setup fee. Fee may vary by payment option selected. See Ad Order Form for details.



Guarantee



AdzZoo's First Page

AdzZoo, LLC guarantees that we will deliver an optimized landing page, that is customized for your business, within 5 business days of processing the payment for your order. AdzZoo also guarantees that the links to your AdzZoo landing page will begin to appear on Google search immediately upon launch of your campaign on a rotational basis. AdzZoo further guarantees that your landing page will average first page placement within the first 30 days. From that date forward, we guarantee that your average placement for relevant Google searches will be on the first page of the Google search results.*

Should AdzZoo, LLC fail to provide the guaranteed services for any given month of your advertising 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.

* Placement on Google search pages are only guaranteed in the Sponsored Links section of the Google search page. This guarantee only applies to key words selected by and web pages written by AdzZoo LLC. Links will not appear on every search. Average Placement will be determined by Google monthly reports.