

# Custom Local Promotions

deployed and personalized at scale

A dedicated section for promotions or limited time offers on every Local Page can be toggled on by simply adding the offer and the start/end dates.

No content? No problem.

When promotions are not running the promotion section disappears while keeping the look and feel of the Local Page intact.

**RUN ANY NUMBER OF UNIQUE PROMOTIONS FOR EACH LOCATION WITH**



Customizable CTAs  
(call-to-action)

AND



Individual, **dynamically-generated** landing pages for each offer

# Use Local Pages to convert high-intent traffic into new business

## SCHEDULE PROMOTIONS

Our platform tools enable planning promotions with the **added** ability to schedule promotions with content for as far as the content calendar dictates.

## AUDIENCE TARGETING

Configure the promotions section to **display specific promotions to specific audiences** with message matching!

Segment traffic to only display the promotions intended for a specific audience.

## HOW CUSTOM LOCAL PROMOTIONS COULD BE USED



### Visitor finds Local Page via Google Search.

All organic traffic is presented with **promotion A** for that location.



### Visitor finds Local Page via business' Facebook page.

Visitors referred from a social account are presented with **promotion B** a social-specific promotion relevant to "the latest" on the social media manager's event calendar.



### As a Landing Page.

A paid search campaign is set up to take users from the ad to the Local Page nearest to the person engaging with the ad. This person is presented with **promotion C**, making the campaign highly relevant to the search, providing a great experience, and overall increases the likelihood of conversion.

## CLEAR AUDIENCE AND PERFORMANCE INSIGHTS



Local Pages come with baked-in event tracking features for every promotion that's run on every page

Reports provide an accurate measurement of how Custom Local Promotions are performing for

- every audience segment
- In every market
- at every location

Capture **performance metrics** that are tied to real **business outcomes**. Clearly track and understand

- # of leads generated
- # of offers redeemed
- # of calls made
- # of appointments scheduled
- Other - if it qualifies as a conversion metric, it can be reported on

 ALL 3 PROMOTIONS CAN BE RUNNING CONCURRENTLY