



When you partner with Dex Media, it's like getting an entire Marketing Department working for you to streamline your marketing program. We eliminate the guess work with our Start Smart™ Bundle; a mix of essential marketing solutions so **your business can get found in more places people search - all for a great price!**

## Manage Your Reputation

### Stay connected with your customers

Your reputation is being determined right now! Not knowing what is said about your business can hurt your reputation and your bottom line!

"**87%** of consumers felt a positive review reinforced their purchase decision. Conversely, **80%** changed their minds about a purchase based on a negative review."<sup>1</sup>

## Claim Your Business Listings

### Boost your online and mobile visibility

Build your credibility by ensuring consumers see consistent and accurate information about your business on major search engines, internet yellow pages, and specialty sites.

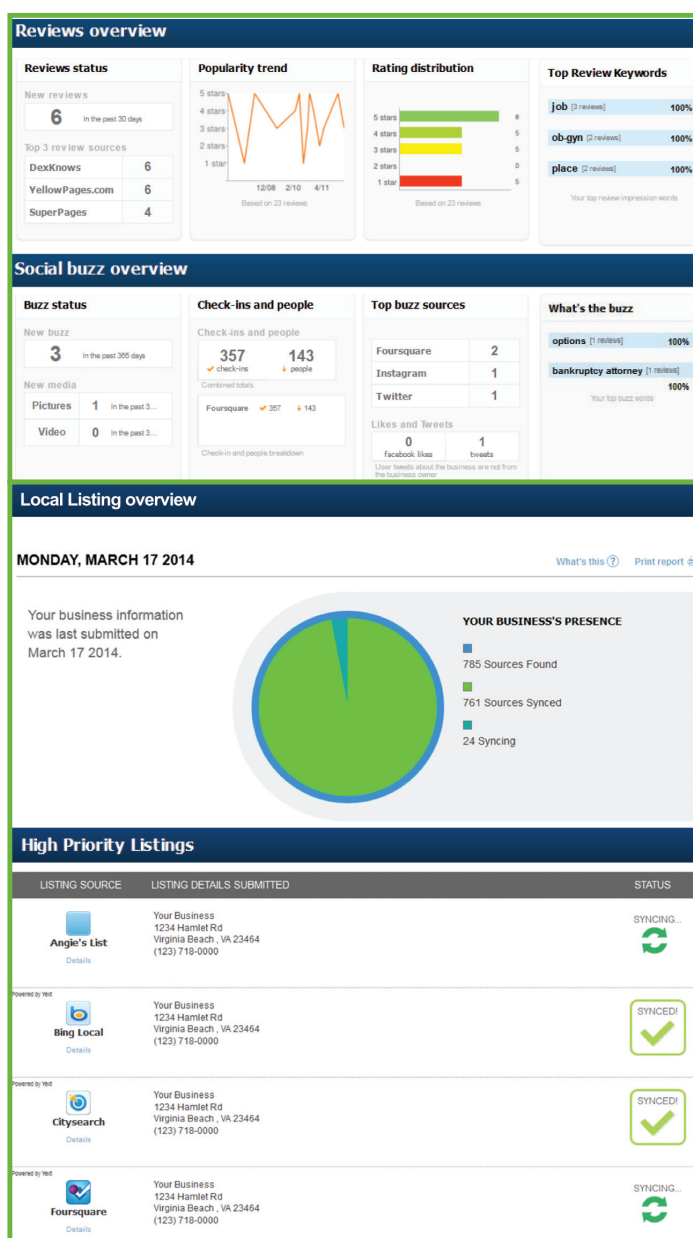
"Over **18.6 billion** U.S. explicit core searches were made on various search engines in April 2014."<sup>2</sup>

## Google+ Business Page

### Put your business on the map

Adding your business information directly to the Google™ search database not only validates your business with the Google search engine, it helps increase your credibility and relevancy, helping increase your visibility in local search results.

"Google search continues to rank #1 with **12.6 billion** U.S. searches in April 2014."<sup>2</sup>



1. Cone, 2011 Cone Online Influence Trend Tracker, August 2011.

2. comScore Inc., April 2014 Search Engines Rankings report; May 2014.

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# Start Smart™ Bundles

More calls. More customers. Proven results.

Whether your goal is to expand or simply promote your business, **traditional marketing just isn't enough**. Shoppers have many options to search and research local businesses they want to use or try. We know it's not easy figuring out the best way to invest your marketing dollars. **Here's how we can help.**

**Start Smart Bundles are an integrated mix of essential, provable, more powerful, and more affordable marketing solutions** designed to help you stay connected, get found, and be chosen in more places people search.

**We offer two Start Smart options to help you take the next step in promoting your business:**

**A**

**B**

## Digital Presence Management

One consolidated monitoring summary of all online reviews to easily respond to comments about your business. Social buzz captures check-ins, likes and business related mentions and posts on popular sites like Facebook, Twitter, YouTube and Flickr<sup>1</sup>. View and manage accuracy of business listings across major search engines and specialty sites. Assistance with claiming and enhancing your Google+<sup>1</sup> business profile page. Updates made to 50 network partner sites and 800+ affiliate sites<sup>2</sup>.



## Dexknows.com Enhanced Package

Establish your business message while highlighting your specialties, products, services and offers to increase your chances of being chosen. Increase your online exposure and track your results with an Enhanced Pack on DexKnows.com.



## Yellow Pages

A 2" color directory ad with a white background and unique call tracking phone number.



## Performance Tracking Program

Performance summary reports with tracked impressions, clicks, and calls. Online 24/7 access through the DexKnows.com® Account Management System (AMS) dashboard.



## Professional Website

A website is the foundation to every marketing solution. Compete on a local level, with a 5 page focused website that targets consumers interested in businesses like yours.



## Mobile Website

Receive a 5 page mobile version of your website to help capture business on the move!



## Social Media

A customized Facebook business page along with monthly guidance from our Social Media experts. You also get two weekly posts to engage your friends.

**A La Carte**

**READY TO GET STARTED?**

Call your Marketing Consultant for more information or visit [www.dexmedia.com](http://www.dexmedia.com).

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