



**I DON'T HAVE TIME FOR MARKETING,
SO I HIRED A MARKETING DEPARTMENT.**

START SMART™ ADVANTAGE We're helping businesses get found.

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.¹"

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 2014.²"

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 2014.²"

Reviews overview

Reviews status
New reviews: 6 (in the past 30 days)
Top 3 review sources:
DexKnows: 6
YellowPages.com: 6
SuperPages: 4

Popularity trend
Line graph showing trends from 12/08 to 4/11 based on 23 reviews.

Rating distribution
Bar chart showing 5 stars (8), 4 stars (5), 3 stars (5), 2 stars (0), 1 star (5) based on 23 reviews.

Top Review Keywords
job (3 reviews) 100%
ob-gyn (2 reviews) 100%
place (2 reviews) 100%

Social buzz overview

Buzz status
New buzz: 3 (in the past 305 days)
New media: Pictures: 1, Video: 0

Check-ins and people
357 check-ins, 143 people
Foursquare: 357, 143

Top buzz sources
Foursquare: 2
Instagram: 1
Twitter: 1

What's the buzz
options (1 review) 100%
bankruptcy attorney (1 review) 100%

Local Listing overview
MONDAY, MARCH 17 2014
Your business information was last submitted on March 17 2014.
YOUR BUSINESS'S PRESENCE: 785 Sources Found, 761 Sources Synced, 24 Syncing

High Priority Listings

LISTING SOURCE	LISTING DETAILS SUBMITTED	STATUS
Angie's List	Your Business 1234 Hamlet Rd Virginia Beach, VA 23464 (123) 718-0000	SYNCING...
Bing Local	Your Business 1234 Hamlet Rd Virginia Beach, VA 23464 (123) 718-0000	SYNCED!
Citysearch	Your Business 1234 Hamlet Rd Virginia Beach, VA 23464 (123) 718-0000	SYNCED!
Foursquare	Your Business 1234 Hamlet Rd Virginia Beach, VA 23464 (123) 718-0000	SYNCING...

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
<p>Digital Presence Management</p> <p>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 Flickr¹. View and manage accuracy of business listings across major search engines and specialty sites. Assistance with claiming and enhancing your Google+¹ business profile page. Updates made to 50 network partner sites and 800+ affiliate sites².</p>	✓	✓
<p>Dexknows.com Enhanced Package</p> <p>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.</p>	✓	✓
<p>Yellow Pages</p> <p>A 2" color directory ad with a white background and unique call tracking phone number.</p>	✓	✓
<p>Performance Tracking Program</p> <p>Performance summary reports with tracked impressions, clicks, and calls. Online 24/7 access through the DexKnows.com® Account Management System (AMS) dashboard.</p>	✓	✓
<p>Professional Website</p> <p>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.</p>	✓	
<p>Mobile Website</p> <p>Receive a 5 page mobile version of your website to help capture business on the move!</p>	✓	
<p>Social Media</p> <p>A customized Facebook business page along with monthly guidance from our Social Media experts. You also get two weekly posts to engage your friends.</p>	A La Carte	

READY TO GET STARTED?

Call your Marketing Consultant for more information or visit www.dexmedia.com.

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