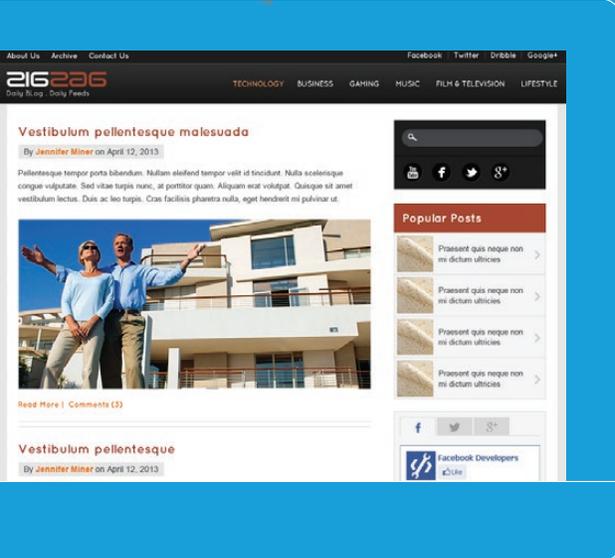


## ReachCast Web Presence

Your online brand and reputation is often the key difference between someone who chooses to buy from you, rather than your competitor. ReachCast™ builds an impressive web presence for your business and continuously improves your brand's visibility and reputation online.

- Grow your presence and get found through your blog, social media, and local listings
- Boost social media engagement with fresh content
- Impress consumers with a great reputation across the web



### Drive Social Engagement



What do your fans and followers want to see on social media? Compelling content like blog posts, infographics, images, and curated articles related to your business. We publish all this regularly to your pages to increase likes, comments, and shares that drive interest and action. Then, we alert you to new comments and respond on your behalf, making sure your social pages stay engaging and bring more traffic to your business.

### Boost Your Brand Reputation



Whether they know it or not, every business gets negative reviews. That's why we work tirelessly to manage what consumers see when they research your name online. With ReachCast, your reputation gets the attention it deserves with 24/7 monitoring and alerts to new comments and reviews about your business. We help you craft the right responses, or we can respond for you using your pre-approved messages. Plus, as we post to your blog, social pages, and local listings, we replace negative search results with high-quality content about your brand.

### Increase Search Visibility



With ReachCast, you get a search-optimized web presence that includes a mobile-responsive blog and updated business profiles on the top social media sites and local directories. Your blog features custom pages for the products and services you want to promote, so you get found for your key business terms. Plus, we populate your blog and social media pages with a fresh stream of content that search engines love – like custom articles and infographics – giving your business a boost in the search results.

## ReachCast

### Digital Marketing Manager

Dedicated Digital Marketing Manager who creates your web presence and social strategy

Timely execution of your social strategy to promote your brand online

Collection and management of digital assets, such as logos, pictures, and content for your blog

Recommendations for driving new positive reviews and responding to negative reviews

Monthly review of your results and web presence strategy

### Social Media Marketing & Engagement

Setup and optimization of your Facebook, Twitter, YouTube and Google+ pages

Real-time syndication of blog posts and infographics to Facebook, Twitter, and Google+

Weekly curation and social sharing of content related to your business and industry

Publishing of content provided by you (i.e., articles, videos, images, etc.) to your blog and social pages

Responding to social media comments to drive engagement

### Reputation Monitoring & Management

Ongoing monitoring for business mentions and reviews on 20+ general and industry-specific review sites

Email alerts within 48 hours of new reviews and comments, so you can take action

Relevant, timely responses shared with your audience on your behalf

### Search-Optimized Blog & Content

Mobile-responsive blog that fits your brand style (with option to embed on your website)

Topic pages on your blog related to your top products or services (Pro: 2 topic pages, Pro3: 4 topic pages)

Updated business information on 30+ local directories

Setup and optimization of your Google Map listing

Development and publishing of unique, search-optimized blog posts and infographics about your business

### Transparent Results

Weekly update of new reviews and social media engagement including traffic, likes, and fan and follower growth

Monthly summary report featuring blog traffic, social engagement, and reputation enhancement

Lead source report that shows your traffic from organic and social media efforts alongside other ReachLocal marketing

Conversion report that shows the number of calls and emails received from your blog, along with recordings of all your calls

Access to Google Webmaster tools and Google Analytics for additional insights into your blog traffic