



## The Case for Local Search Marketing

Media Marketers  
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REVOLUTION

mediamarketers.com

WEB DEVELOPMENT

GRAPHIC DESIGN

VIDEO & 3D ANIMATION

SIGNS

SEO MARKETING

## **1. There Are Millions of Searches.**

There were over 17 billion searches  
via Internet Yellow Pages in 2007.

*"Yellow Pages Usage Growing - 17.2B Searches in 2007"*  
Article Pub by MarketingCharts.com on Feb 26, 2008  
<http://www.marketingcharts.com/print/yellow-pages-usage-growing-172b-searches-in-2007-3597/>

## **2. The Higher the Better.**

"25% don't want to have to scroll down."

*- "Shoppers Research Online, Buy Locally; Still Rely on Yellow Pages"*  
Article Pub by MarketingCharts.com on Aug 9, 2007  
<http://www.marketingcharts.com/print/shoppers-research-online-buy-locally-still-rely-on-yellow-pages-1246/>  
Note: Article summarizes a 2007 comScore Networks study sponsored by TMP Directional Marketing.

"60% of searchers online looking for local businesses  
think that the top results are most relevant."

*- "Shoppers Research Online, Buy Locally; Still Rely on Yellow Pages"*  
Article Pub by MarketingCharts.com on Aug 9, 2007  
<http://www.marketingcharts.com/print/shoppers-research-online-buy-locally-still-rely-on-yellow-pages-1246/>  
Note: Article summarizes a 2007 comScore Networks study sponsored by TMP Directional Marketing.

## **3. Searchers Buy.**

"82% of online local searchers follow up offline, via an in-store visit, phone call, or purchase;  
of these searchers, 61% went on to make purchases."

*- "Shoppers Research Online, Buy Locally; Still Rely on Yellow Pages"*  
Article Pub by MarketingCharts.com on Aug 9, 2007  
<http://www.marketingcharts.com/print/shoppers-research-online-buy-locally-still-rely-on-yellow-pages-1246/>  
Note: Article summarizes a 2007 comScore Networks study sponsored by TMP Directional Marketing.

#### **4. Ad Dollars Increase.**

"Online video and local search are the new, fast-growing segments" of internet advertising.

- *"US Ad Spend Projection Downgraded, Internet Forecast Upgraded"*

Article Pub by MarketingCharts.com on Oct 2, 2007

<http://www.marketingcharts.com/television/us-ad-spend-projection-downgraded-internet-forecast-upgraded-1857/>

Note: Article summarizes an ad spend projection by ZenithOptimedia.

"Global local search revenues (Internet Yellow Pages, local search and wireless) will increase 30.5 percent from \$3.4 billion in 2005 to \$13 billion in 2010."

- *"Directional Media to Reach \$119.8 Billion Globally in 2010, According to The Kelsey Group"*

Press Release Pub by The Kelsey Group on February 15, 2006

<http://www.kelseygroup.com/press/pr060215.asp>