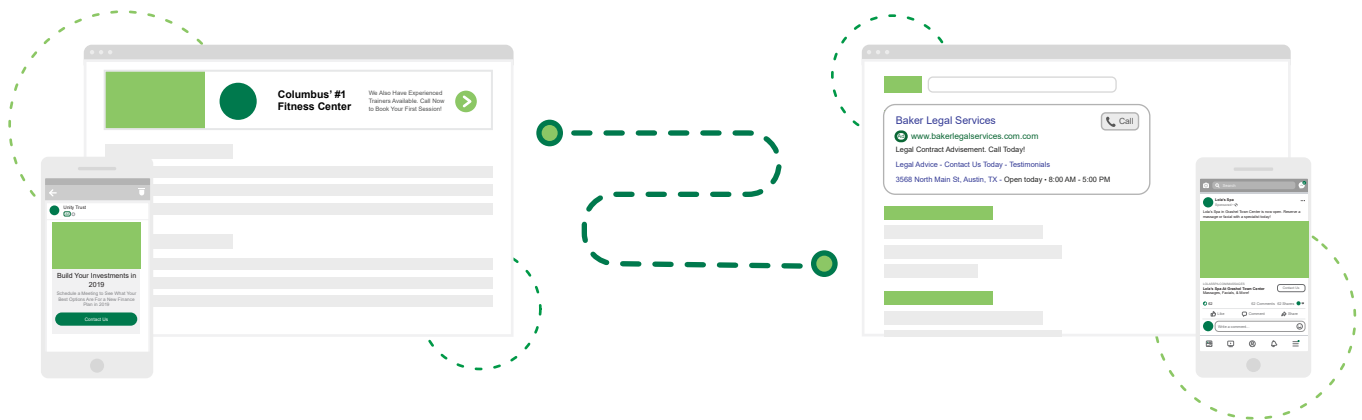


Which RevLocal Paid Advertising Strategy Is Right for You?



When it comes to paid advertising, there are several different strategies you can choose from for your business. You don't have to utilize all options at once, but combining strategies is found to get the best results. First, you need to decide the type of goal you want to achieve with paid advertising.

Check off the top four paid advertising goals or priorities for your business:

- Create demand for your products or services (1)
- Gain leads with optimized ads (2)
- Target specific audiences to reach your potential customers (2)
- Increase brand exposure (1)
- Target consumers based on their location (1)
- Meet demand when people are searching for a business in your industry (2)
- Reach people with the intent to complete an action (2)
- Stay visible to consumers who have visited your website (1)

If you have more 1's checked, learn more about our Brand Expander plan!

With this paid advertising strategy, you'll create demand for your business or products by increasing your brand's exposure. Each month, you'll receive a set number of guaranteed impressions based on your increased brand awareness. This strategy includes banner ads on Google Display Network and/or Facebook/Instagram Newsfeeds, geofencing and retargeting options.*

If you have more 2's checked, learn more about our Targeted Ads plan!

By utilizing this paid advertising strategy, you'll reach consumers who have the intent to make a purchase or schedule an appointment. By reaching the right people on different platforms, you'll start to generate more leads for your business. Our Targeted Ads plan focuses on search ads and social ads.

If you have the same amount of 1's and 2's, learn more about a comprehensive paid advertising plan!

When you use a combination of paid advertising strategies, you'll be able to leverage your business's brand awareness while capturing audiences in every stage of the customer journey. Every business is different, so it's best to work with a trusted partner to create a strategy specific to your needs.

**Brand Expander is an add-on option to Local Search or Targeted Ads Strategy only.*

Visit our website to learn more about the paid advertising options that RevLocal offers:

<https://www.revlocal.com/services/paid-advertising>