



Treehouse Digital Marketing

- *Division of Lancaster (PA) Newspapers*
 - 90,000 Sunday/70,000 daily
 - 15,000 business addresses in county
- Staff was developed within newspaper operation starting in 2010
- Moved into new office and opened for business April, 2012



The case for “full service”

- Millions being spent in your market annually on digital services.
- 2.5:1
- Local businesses receive 20-30 approaches per month from those selling digital services.
- Solve clients’ problems (needs analysis).
- Avoid leaving \$\$ on table.



Treehouse strategies

- Turnkey vendor/partner(s) provide fulfillment of key digital services products.
 - Market basic solution to hundreds of clients
 - Market additional services to those in need
- Outsource low demand products as needed
 - Custom website development
 - Video production
- Fully exploit local email marketing

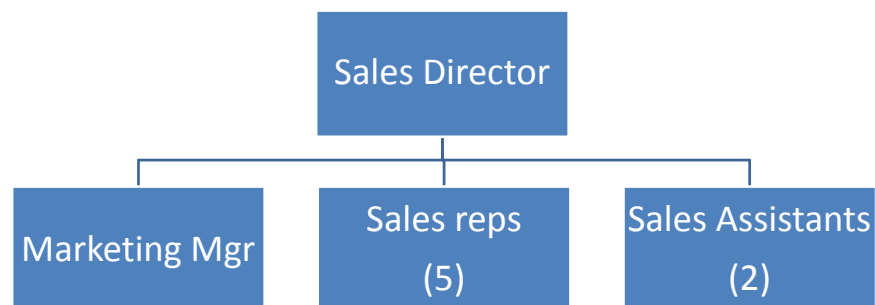


Treehouse sales strategies

- Use telesales for cold calls and appointment setting.
- Sales reps keep appointments and market all product lines.
- Assistants handle customer service and day to day interactions with vendors.
- Newspaper reps sell print and online display ads in combination.
- Print clients are “protected” but only for a couple of months.



Treehouse Organizational Chart



The case for full service...

- SEO 42% vs 6%
- Local Search/Directory 37% vs 3%
- Reputation Management 34% vs 3%
- Facebook ads 27% vs 4%
- Email Marketing 25% vs 5%
- SEM/PPC 24% vs 5%
- Mobile site/app 20% vs 2%
- Social mgmt 18% vs 4%
- Website development 18% vs 7%
- Daily Deals 12% vs 0%
- Mobile texting 10% vs 2%



Convergence is dead

- Growth of digital *services* changes the game.
- Education = TIME
- Low price points = TIME
- Market penetration (100+) = TIME
- Needs analysis = TIME
- Knowing when to upsell = SKILLS



Leading “full service” vendors...

The screenshot shows the LocalEdge website homepage. At the top left is the LocalEdge logo, a stylized 'E' followed by 'localedge' and 'A HEARST Media Services Company' below it. To the right of the logo are navigation links: 'Blog', 'Learning Center', 'Careers', 'About Us', 'Partners', 'Contact Us', and a 'Log in' button. Further right is the phone number '888-659-9289' and social media icons for Facebook, Twitter, LinkedIn, YouTube, and Google+. Below this is a dark blue navigation bar with links for 'Home', 'Search Engine Marketing', 'Search Engine Optimization', 'Social Media Marketing', and 'Web Design'. The main content area features a large banner with the headline 'Concerned with what is being said about you?' and subtext 'Lets talk about Reputation Management'. A green 'LEARN MORE' button is positioned below the text. The banner image shows two women, one with a shocked expression and the other whispering. Below the banner is a horizontal menu with links: 'MOBILE WEBSITES', 'FACEBOOK ADVERTISING', 'REPUTATION MANAGEMENT', 'PR WEB', 'EMAIL/TEXT MARKETING', 'LANDING PAGES', 'VIDEO', 'YAHOO! DISPLAY', and 'ROI REPORTING'. The lower section is split into two columns. The left column has the heading 'Targeted and measurable Internet marketing services that will take your business to the next level' and a paragraph of text about LocalEdge Media's services. The right column is titled 'Sign up for a FREE Consultation' and contains a form with fields for 'Name', 'Phone', and 'Email', and a green 'SUBMIT' button.

localedge
A HEARST Media Services Company

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Home Search Engine Marketing Search Engine Optimization Social Media Marketing Web Design

Concerned with what is being said about you?
Lets talk about **Reputation Management**

LEARN MORE

MOBILE WEBSITES FACEBOOK ADVERTISING REPUTATION MANAGEMENT PR WEB EMAIL/TEXT MARKETING LANDING PAGES VIDEO YAHOO! DISPLAY ROI REPORTING

Targeted and measurable Internet marketing services that will take your business to the next level

LocalEdge Media is a full spectrum Internet Marketing company that organizes, establishes, and manages the web presence of clients both local and national. With strategized, research based practices coupled with unparalleled industry knowledge; our clients experience the benefits of a broad marketing approach when combining Social Media Marketing and Search Engine Optimization.

Expand Your Customer Base – Engage new customers and increase your business' visibility with a multi-faceted digital approach combining Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Web Design & more.


Sign up for a **FREE** Consultation




Name

Phone

Email

SUBMIT


LOCAL DIGITAL BROADCAST ADVERTISING ABOUT BLOG

Local > Storefront

Radiate Storefront™

Create. Claim. Promote. Empower your business to reach a hyper-local audience. National and regional businesses alike enhance their local reach through Radiate Media's Storefront solution.

Storefront is a micro-website customized to a specific city or region that complements a brand's global website. National and regional brands build Storefronts for the cities in which they operate to better engage local consumers through localized content, targeted social media and geo-focused promotions. All Storefronts are linked to Radiate Marketplace's network of local media sites, making them more relevant in local organic searches on Google, Yahoo and Bing.

Each Storefront can be customized and managed by a business owner or corporate marketing team to ensure corporate branding remains consistent. Storefront templates are easy to edit and update, providing the flexibility to create a truly local feel. Each Storefront includes an SEO analytics engine to optimize keyword use and search engine placement.

Radiate's network of media sites provides relevant site linking not available through typical SEO channels. Our technology is tuned to the constantly changing search engine algorithms in order to ensure each Storefront the best local organic search placement possible. Your individual locations can leverage our vast network of online media publications and business directories for improved SEO both online and on mobile devices. Our social media platform allows local franchisees and managers to interact directly with their customers through popular social networks, all within your national brand's rules of engagement. And you can easily manage and monitor each location's individual Storefront through a simple dashboard to measure performance and reach.

On Air, Online, On the Go. Contact us to discover what Radiate Media can do for you.

▶ Contact Us


LOCAL SOLUTIONS

Radiate Marketplace

Storefront


"45% of consumers do not have a specific local business in mind when conducting local searches."

-TMP Directional Marketing, 2010



Home Services Target Marketing Portfolio Media Partners Recommendations In The News

New Customers Are Looking For You


Get Found First on




Drive Repeat Business on





Show & Sell on





Guarantee Digital Focuses on Three Key Digital Media Strategies for Growing Your Business

- Make sure you Get Found by Consumers Actively Searching Online for your products & Services on leading sites like Google. We have multiple ways to get you on Page One that go well beyond SEM.

Online Visibility Audit

Find Out What's Being Said About Your Business Online. No Obligation 3 Point Inspection & Consult.


- Reputation Audit
- Free Visibility
- Free Google Ranking Report

Fill out the form below!


Name:

Phone:

FIND US ON GOOGLE+ LIKE US ON FACEBOOK FOLLOW US ON TWITTER JOIN US ON LINKEDIN PIN US ON PINTEREST



BIG MOUTH LOCAL.COM




William M. DeMarchi MD PA
FREE CONSULTATION
\$100 OFF SERVICE

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Services

Search Engine Optimization




- > Get ranked quickly with our collective optimization technology.
- > Tier 2 SEO available for enterprise

Website Design Services




- > Complete websites starting at \$500!
- > Advanced sites and CMS starting at \$1,500.


TRENDING NEWS FROM BML




Microsoft Announces Surface: New Windows Tablet Computer
June 22nd, 2012



More than Play Money: New Report Find Annual Spending on Outdoor Recreation Reaches \$646 Billion, Employs 6.1 Million
June 22nd, 2012



Americans Using Social Media Are More Engaged Consumers and Citizens
June 22nd, 2012



Call for Supermodel Pets: Winners to Gobble Up 4-Year Supply of Food





Thanks for listening.
Who has the first question?

Bob Kellagher
rkellagher@TreehouseDigitalMarketing.com
 717-557-3927