



**The leading provider of interactive advertising solutions for
local publishers and advertisers
in any media**

Sept 9, 2010

Overview of Services

- SEO
- Social Media
- SEM
- Email
- Facebook
- Display
- Reporting and Analytics
- Affiliate Marketing

Traffic Marketing & Analytics

Note: services do not include media spend

Web SEO

- SEO website analytics
- Meta-tag optimization
- Content Analysis and Optimization
 - How It Works page
- Off page SEO
 - Search/Directory Submissions
 - Link Sharing
 - Blog/Forum posting

Tagging Example

```
<!-- Begin common Tracking.net tag -->
<script type="text/javascript">
  var version = "Version 3";
  document.write(unescape("%3Cscript
src='http'+(document.location.protocol=='https:'?'s://':'://')+cdn.trtk.net/002651/ec/js/responder/v3/tnResponderLib-7_62.js'
"+"type='text/javascript'%3E%3C/script%3E"));
</script>
<script type="text/javascript">
  jobId = tnInit(62);
</script>
<noscript>
  
</noscript>
<!-- End common Tracking.net tag -->
```

Social Media

- Facebook Company Pages
- Facebook Weekly posts
- Regional Facebook pages
 - Ability for publisher to opt-in/opt-out
- Weekly Twitter
- Regional Twitter pages
 - Ability for publisher to opt-in/opt-out
- Gold Tier Adds
 - Daily Twitter Posts
- Platinum Tier Adds
 - Daily Twitter and Facebook Posts

Facebook Fan Pages

The screenshot shows a Facebook fan page for "Bigger Better Deal: Los Angeles". The page layout includes a top navigation bar with the Facebook logo and a search bar. The main header features the page name "Bigger Better Deal: Los Angeles" with a "Like" button and tabs for "Wall", "Info", "Photos", and "Discussions". Below the header, there are sections for "Just Others" and a list of posts. Each post is a deal announcement, such as "Press Telegram Deal of the Day: \$190 at Chiropractically Enhanced for \$66!" and "Pasadena Star-News Deal of the Day: One week of yoga \$11 at Bikram Yoga Covina worth \$45!". The left sidebar contains a "Suggest to Friends" button, a "Your newspaper ♥ s you, your local businesses ♥ you." message, an "Information" section with "Founded: 2010", a "5 People Like This" section with profile pictures of Jeff Gifford and Cristina Lee, and a "Links" section with "3 of 29 links" and a "See All" button. At the bottom of the sidebar, there is a "Create a Page for My Business" section with a "Report Page" button and a "Share" button.

Regional Twitter Pages

The screenshot shows the Twitter profile for 'Bigger Better DEAL BBDeal_LA'. The profile bio states: 'Get great deals from your favorite publishers with Bigger Better Deal!'. It has 11 following, 8 followers, and 0 listed. The main content area displays five tweets, all posted 'about 13 hours ago via web', each advertising a 'Deal of the Day' with a 74% discount. The tweets are:

- Daily News Deal of the Day: Loss Seminar at Tooley Clinic for \$20! Save 74%! <http://bit.ly/apMxP3>**
- San Gabriel Valley Tribune Deal of the Day: \$77 Weight Loss Seminar at Tooley Clinic for \$20! Save 74%! <http://bit.ly/diwC9G>**
- Pasadena Star-News Deal of the Day: Loss Seminar at Tooley Clinic for \$20! Save 74%! <http://bit.ly/9refJo>**
- Press Telegram Deal of the Day: \$25 at Extreme Boot Camp. Save 75%! <http://bit.ly/aO3CxC>**
- Daily Breeze Deal of the Day: \$77 Weight Loss Seminar at Tooley Clinic for \$20! Save 74%! <http://bit.ly/bhiQ5Q>**

The right sidebar includes sections for 'Tweets' (50), 'Favorites', 'Actions' (block BBDeal_LA, report for spam), 'Following' (with logos for various publishers like SGVM, UCI R, DN), and an 'RSS feed of BBDeal_LA's tweets'.

Social SEO

- Anonymous user account
 - Limited to roughly a two dozen
- Posting entries/links to the company pages

SEM

- Generic Campaigns
- Google, MSN, Yahoo
- Keyword Examples:
 - Deals, Discounts, Deal of the Day, Denver deal of the day, Discount coupon, Voice deal of the day
- Gold/Platinum Tier Adds
 - Offer-specific campaigns

Email

- Daily email blast to publisher subscribers
- 1 email blast per month to approximately $\frac{1}{4}$ of the city population
- Manage opt-in and opt-out
 - 3 unsubscribe links
 - Client unsubscribe
 - Internal Analog mail unsubscribe
 - Third-party list unsubscribe

Email

Monthly Email Blast

The Press Telegram brings you local offers daily from the hottest local merchants. Typically offering discounts of 50% or more, these offers include deals from restaurants, hotels, health and beauty practitioners and adventuresome outings like today's offer from Pizza Place & Garden Cafe Cuisine.

Press-Telegram
LONG BEACH, CA

Sign up for today's deal below, or click [HERE](#) to be added to the mailing list for future exciting offers.

TODAYS DEAL HOW IT WORKS [Enter email for free Deal of the Day alerts](#) [SUBSCRIBE](#)

[I agree to the Terms and Privacy Policy](#)

DEAL OF THE DAY


Today's Deal
\$50 OFF Pizza Place &
\$25 OFF Garden Cafe Cuisine!
SAVE 50%

\$25 [BUY NOW](#)




The deal is over 5 more needed to tip the deal

0 DEALS SOLD 00:00:00 TIME LEFT TO BUY

Share this Deal: [Twitter](#) [Facebook](#) [LinkedIn](#)



Check out some deals that have been featured on the Deal of the Day!

 <p>DEAL OF THE DAY BUY NOW</p> <p>SURA KOREAN BBQ</p> <p>\$30 to Spend on Food at Sura Korean BBQ for Only \$15</p>	 <p>DEAL OF THE DAY BUY NOW</p> <p>PAPA JOE'S PIZZA</p> <p>\$18.99 Pizza for \$11</p>
 <p>DEAL OF THE DAY BUY NOW</p> <p>MY GYM CHILDREN'S FITNESS</p> <p>\$115 Children's Fitness Package For only \$39</p>	 <p>DEAL OF THE DAY BUY NOW</p> <p>KIRANA DAY SPA</p> <p>\$40 Quick Rejuvenator Facial and Eyebrow Design (\$85 Value)</p>

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Daily Email Blast

VOICE DEAL OF THE DAY Presented By **Westword**

LOS CABOS II "Puro Peru"

Today's Deal in Denver
1/2 Price at Los Cabos - \$20 of food & drinks for \$10!

[BUY NOW](#)

Regular Price	Save	Sale Price
\$20	50%	\$10

Los Cabos LOS CABOS II "Puro Peru" 1525 Champa, Denver, CO 80202
(303) 595-3232 | [www.loscabosii.com](#)

 **About**
Peruvian Cuisine has developed over the centuries with influence from Chinese, Cantonese, Spanish and Peruvian highlands. It has a wide variety of and a vast use of its fruits and vegetables as well as great variety of fish and seafood from our Peruvian Pacific Ocean. It is with great pride and pleasure that we offer this variety of dishes to you!
Mon - Thurs 11am-9pm; Fri-Sat 11am-10pm; Sun 11am-9pm

Highlights

- Lunch Buffet Everyday from 11 am - 2 pm (\$9 per person)
- Sunday Buffet from 11am - 5 pm (\$15 per person)

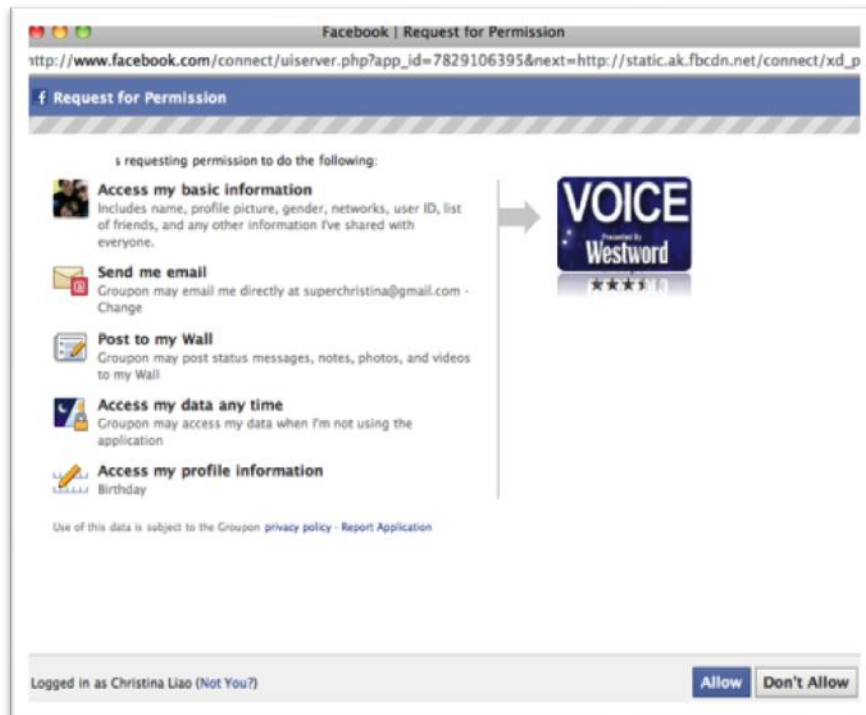
Fine Print

- Expires: 12/9/2010
- Limit one for every two people in the party.
- Valid at: 1525 Champa Denver, Colorado
- [See the fine print](#) that applies to all deals

Delivered by VOICE Deal of the Day, 668 Broadway, Denver, CO 80202.
You are receiving this email because you signed up for VillageVoice marketing at 5000mail@vv.com.
If you prefer not to receive this email: [Unsubscribe here](#).
Be aware that we are committed to your privacy. View our [Privacy Policy here](#).

Facebook

- Facebook Connect/API
 - Unified Logins
 - Posting status updates upon purchase
 - “Like “ button to share with friends



Facebook

- RSS Feeds to update Publisher Facebook Page with daily deal of the day offer



HP Houston Press Good morning! Check out today's Voice Deal of the Day – Houston! \$35 for 4 week boot camp at Body 3 Fitness! (Reg. Price \$275 – 87% savings!!)

 VOICE Deal of the Day presented by Houston Press: \$35 for 4 week boot camp at Body 3 Fitness!
deals.villagevoice.com
Body 3 Fitness Deal | Deal of the Day! \$35 for 4 week boot camp at Body 3 Fitness!

Yesterday at 7:07am · Share · Report

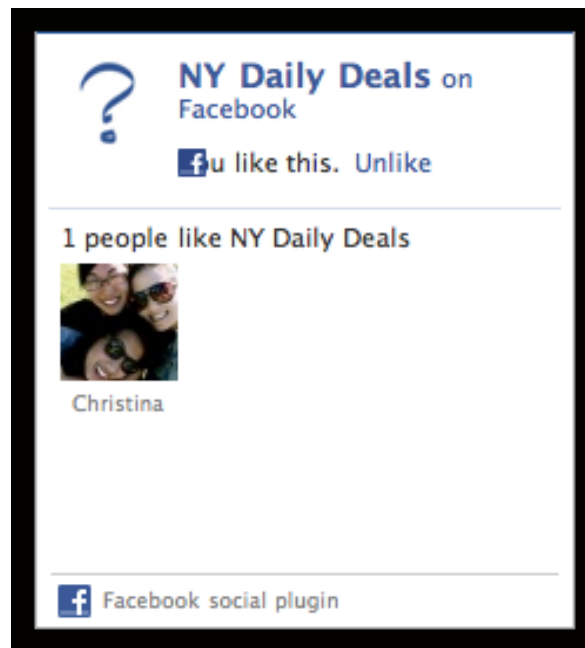
 View all 8 comments

 **Brynne Gallman** Wow! This is a steal!!
Yesterday at 12:07pm · Flag

 **Mimi Mahoney** that is super cheap...i know some people out there getting ripped, hope they dont see this. they would save like \$250
Yesterday at 7:51pm · Flag

Facebook

- Facebook Social Plugin
 - Dynamic widget on publisher deal page integrating all of deal page Facebook Fans



Display Ads

- Facebook Ads
 - Generic Ads
- Gold/Platinum Tier Adds
 - Audience Specific based on geo and demographics
 - **Display Ads**
 - Minimum ad spend \$2,000/month
 - Offer specific display ads



Reporting & Analytics

- SEM/Keyword report (Attachment)
 - Clicks
 - Order
 - Revenue

Reporting & Analytics

- SEO report (Attachment)
 - By search engine and keyword
 - Clicks
 - Order
 - Revenue

Reporting & Analytics

- Email
 - Bounce
 - Open
 - Click Thru
 - Conversions
 - Unsubscribe

Reporting & Analytics

- Display Ad
 - On Publisher website/Facebook
 - Impressions
 - Clicks
 - Orders
 - Revenue
 - By spot, by creative
 -

Affiliate Marketing*

- Platinum Tier
- Minimum ad spend of \$5,000/month
- Commission Junction
- ShareASale
- LinkShare
- Affiliate Marketing Fee
 - Anticipated commission is 90% of the gross sale
 - \$40 deal minimum

⑩ * Available October, 2010



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