

# Untapped Potential for Online Marketing – Local!

**Dana Todd, CMO**

**Newsforce, Inc.**

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Use hashtag #nrmla-oc

NRMLA Road Show Irvine – July 14, 2010

**news**force™

# A Teeny Bio

- Former journalist and ‘old-school’ ad exec
- 15 years internet marketing experience
- Semi-famous search engine marketing geek
- Co-founder and CMO of Newsforce
  - Advertorial or “sponsored content” network for promotion on premium news sites
- San Diego resident for 18 years!

# The Rising Value of Local Online

- **35%** of small businesses report that they have received new customers as a result of positive online reviews
- **22%** of all American adults have signed up to receive alerts about **local issues** via email or text messaging
- One in three mobile searches has **local intent**

# BRAINDUMP: LOCAL DIGITAL STRATEGY CHECKLIST

*...or, everything you need to know about reaching local consumers in 15 minutes!*

# Start With the Basics

## Local directories and listing services

- Google Places (free photo shoot!\*)
- Local.com
- Manta
- D&B Power Profiles
- Mojopages
- Yelp
- Citysearch/Citygrid

\*Where available, and on approval. See

<https://services.google.com/fb/forms/googlemapsbusinessphotos/> for details.

# More Places to List

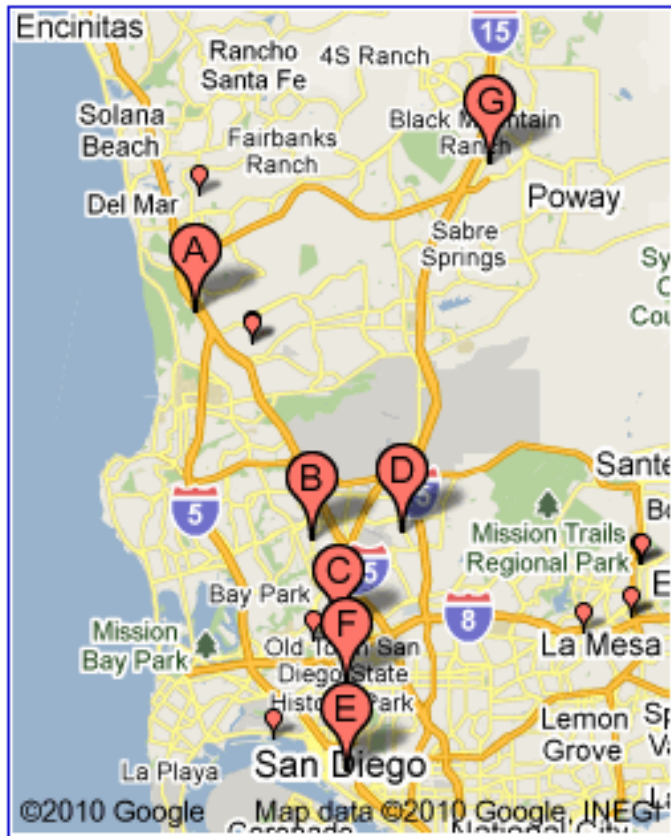
- Yahoo Local
- Yellowpages.com
- Superpages.com
- InsiderPages
- WiserAdviser and other trade-specific listing services
- Local BBB and regional chapters of national financial orgs

# Why Bother with Directories?

- SEO, SEO, SEO
- Reviews
- Most have a “free” option to get started
- Look for region-specific listings also
- Caution: some no-brand listing services and directories are not worth your energy

# Google Places

Local business results for **reverse mortgage** near **San Diego, CA**



- A** [Legacy Reverse Mortgage](#)  
[www.legacyreversemortgage.com](http://www.legacyreversemortgage.com) - (858) 847-9600 - 4 reviews
- B** [Reverse Mortgage Guides](#)  
[www.reversemortgageguides.org](http://www.reversemortgageguides.org) - (800) 976-6211 - More
- C** [LHN Financial Services, INC.](#)  
[www.lhnfinancial.com](http://www.lhnfinancial.com) - (619) 582-9038 - More
- D** [Financial Heritage, The Reverse Mortgage Co](#)  
[www.financialheritage.net](http://www.financialheritage.net) - (858) 499-8920 - 1 review
- E** [FutureSafe Financial Reverse Mortgages](#)  
[www.reverse-mortgage-info.net](http://www.reverse-mortgage-info.net) - (619) 866-5934 - More
- F** [San Diego Reverse Mortgage – FHA, VA loans, Purchase and Refi](#)  
[www.newstarhomeloans.com](http://www.newstarhomeloans.com) - (800) 519-2055 - More
- G** [Reverse Mortgage Guides](#)  
[www.reversemortgageguides.org](http://www.reversemortgageguides.org) - (800) 976-6211 - More
- More results near **San Diego, CA** »

## Wheeler Frost Associates Inc

2665 4th Avenue, San Diego, CA 92103-6514

(619) 491-0225

[wheelerfrost.com](http://wheelerfrost.com)

[1 review](#)

[Directions](#) [Search nearby](#) [more ▼](#)

**Categories:** Financial Planner, Financial Consultant, Wealth Management, ...

**Transit:** [4th Av & Laurel St](#) (0.1 mi)  3, 120

San Diego based fee-only wealth manager since 1982. We have the expertise necessary to support your unique financial needs, including investment management, financial and business planning, etc. - [From the owner](#)

WHEELERFROST ASSOCIATES advanced wealth management

From the owner

### Details

**Email:** [info@wheelerfrost.com](mailto:info@wheelerfrost.com)

[Business owner](#)

[More details >](#)

### Photos



From the owner

Reviews from Yelp, Citysearch, TripAdvisor, InsiderPages and others show up here

[Report inappropriate photo](#)

### Reviews

[Write a review](#)

#### [Great People](#)

★★★★★ By Ariel C. - Nov 17, 2008

These guys have been so helpful over the past year. They have been very reassuring during this economic down turn. They hold monthly meetings where all of us come and talk to Pete and Ken about what's going on in the economy. ...

[www.insiderpages.com/b/3710048179](http://www.insiderpages.com/b/3710048179)

Was this review helpful? [Yes](#) - [No](#)

### More about this place

[California Yellow Pages by theUSAexplorer.com](#)

Wheeler Frost Associates Inc 2665 4th Ave Phone : (619) 491-0225  
[www.theusaexplorer.com/California/W-23.html](http://www.theusaexplorer.com/California/W-23.html)

[National Advisors Trust, FSB - Supporting Trusted Advisors - Providing Superior Trust Services](#)

Advisor Search > Advisor Search Result ...

[www.nationaladvisortrust.com/searchresults.php?st=CA](http://www.nationaladvisortrust.com/searchresults.php?st=CA)

[Money management firms | San Diego Business Journal | Find Articles at BNET](#)

... Money management firms | [San Diego Business Journal](#) | Find Articles at BNET ...

[findarticles.com/p/articles/mi\\_hb5247/is.../ai\\_n292357111](http://findarticles.com/p/articles/mi_hb5247/is.../ai_n292357111)

[More \(9\) >](#)

### User Content

Wheeler Frost Associates Inc

In the map [Wheeler Frost Associates Inc, San Diego, CA](#)

2665 4th Ave **San Diego**, CA 92103 (619) 491-0225. More Info ...

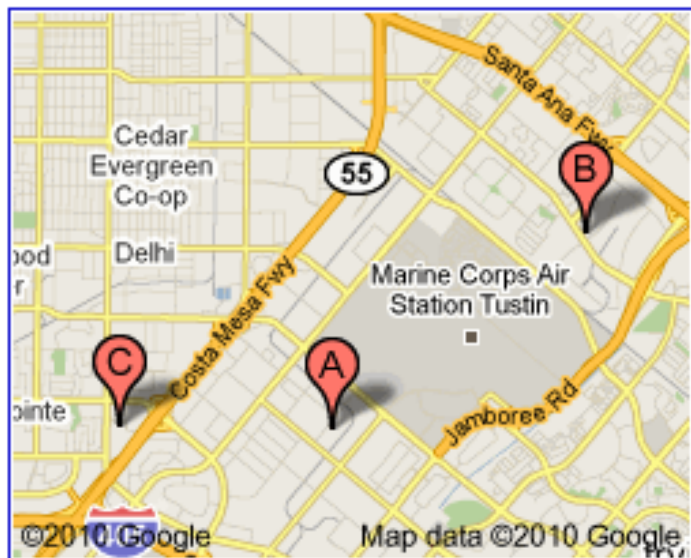
[www.personalfinancingusa.info/20646-wheeler-frost-associate...](http://www.personalfinancingusa.info/20646-wheeler-frost-associate...)

Company-supplied content

[Nearly perfect entry here](#)

# Irvine? Hello?

## Local business results for **reverse mortgage** near **Irvine, CA**



**A** [American Advisors Group](#) - [www.aagreverse.com](http://www.aagreverse.com)  
16808 Armstrong Avenue, Irvine - (949) 724-1707  
[Directions, hours, and more »](#)

**B** [Reverse Mortgage Lending Inc](#) -  
[www.reversemortgagelending.com](http://www.reversemortgagelending.com)  
Wescom Credit Union Tustin Branch, 14511 Franklin Ave., Tustin -  
(714) 701-5655  
[Directions, hours, and more »](#)

**C** [Futuresafe Financial Corporation](#) - [www.futuresafefinancial.com](http://www.futuresafefinancial.com)  
200 Sandpointe Ave, Santa Ana, California - (800) 361-4378  
[Directions and more »](#)

[More results near Irvine, CA »](#)

# Now Add Content Strategy

- Don't blog on an island – join a relevant blog network
- New breed of content channels may allow you to publish articles:
  - Demand Media
  - Associated Content
  - AOL: Seed.com
  - Local newspaper sites and blogs
  - Advertorial channels

# AssociatedContent.com

## [Senior Classes and Activities in San Diego](#)

This article reviews classes and activities offered for Seniors in San Diego.

By [J. Rica](#) | Published 1/21/2007

More topics: [Classes](#) | [Free Classes](#) | [Senior Activities](#) | [Exercise Classes](#) | [Activities for Seniors](#)

## [Why More and More of San Diego's Seniors Are Taking Out Reverse Mortgages](#)



In San Diego, fourteen times as many seniors took out Reverse mortgages in 2006 than did in 2001. With the rising costs of living and healthcare, tapping into the equity of their home is often the only way many seniors can maintain their standard of living. Here's how.

By [RealWealth06](#) | Published 9/22/2007

More topics: [Reverse Mortgages](#) | [Reverse](#) | [Bcp](#) | [Reverse Mortgage](#) | [Mortgages](#)

## [30-Year Mortgage Demystified: An Opinion on America's Single Largest Debt and Asset](#)

Cyrus Khadivi sheds light on truth behind the ever-so-glorified 30-year mortgage and the proper planning, or lack thereof, that will leave either You or The Bank wealthy.

By [Cyrus Khadivi](#) | Published 3/3/2008

More topics: [Mortgage Meltdown](#) | [Stocks and Bonds](#) | [Hedging](#) | [Infinite Crisis](#) | [Reverse Mortgage](#)

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# DemandMedia.com

- You can commission content to be written, or become a writer yourself to contribute (they'll even pay you!)
- Shows up on these sites:

The logo for eHow, featuring the word "eHow" in a blue, sans-serif font with a checkmark integrated into the letter "o".The logo for LIVESTRONG.COM, with the word "LIVESTRONG" in all caps and ".COM" in a smaller font, all in a dark grey, sans-serif typeface.The logo for CRACKED.COM, with the word "CRACKED" in a bold, red, sans-serif font and ".COM" in a smaller, black font.The logo for Trails.com, featuring a green circular icon with a white trail and the text "Trails.com" in a black, sans-serif font.The logo for golf link, with "golf" in a black, lowercase, sans-serif font and "link" in a green, lowercase, sans-serif font.The logo for answerbag, featuring a blue icon of a question mark inside a square and the text "answerbag" in a blue, lowercase, sans-serif font.The logo for newsforce, with "news" in a bold, red, lowercase, sans-serif font and "force" in a grey, lowercase, sans-serif font.

# More on Content Strategy

- BUILD TRUST through ongoing exposure and care with what you write
- BUILD ENGAGEMENT through emotion and entertainment value
- START DIALOGUES so that you can begin to build relationships

# Connecting Locally with Content

- Target seniors, their children and caregivers
- Yes, write financial content, but also consider other topics that may interest
- **FREE IDEAS!**
  - Senior ‘daily saver’ tips with local deals
  - Buyers clubs organized through Meetup or Facebook
  - Sponsor an online local ride-share calendar to help seniors get to church, events, shopping

# Local Online Advertising

- Local newspapers can build custom packages for online presence (advertorial/ad combos)
- Google banners are often cheaper than text ads, and can be targeted regionally
- Test Facebook ads at low cost/risk
- Yahoo has significant targeting capabilities, and can serve banners into Yahoo Mail
- AdReady offers automated banner development plus micro-targeting on ad exchanges

# THANK YOU!

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**news**force™