

orangeSODA™

Social | Mobile | Search

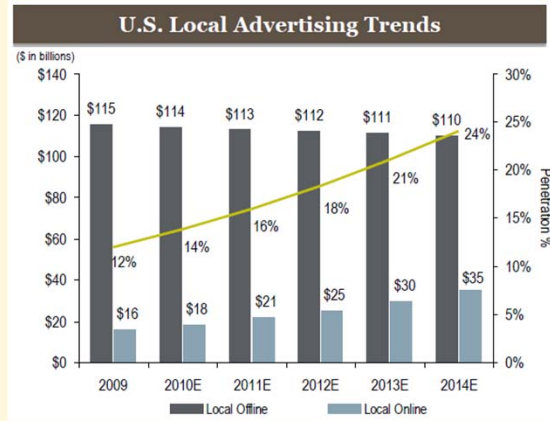
Platform for Locally Focused Businesses

Objectives

- Why should you be online?
- Where should you be online?
- How do you get there?

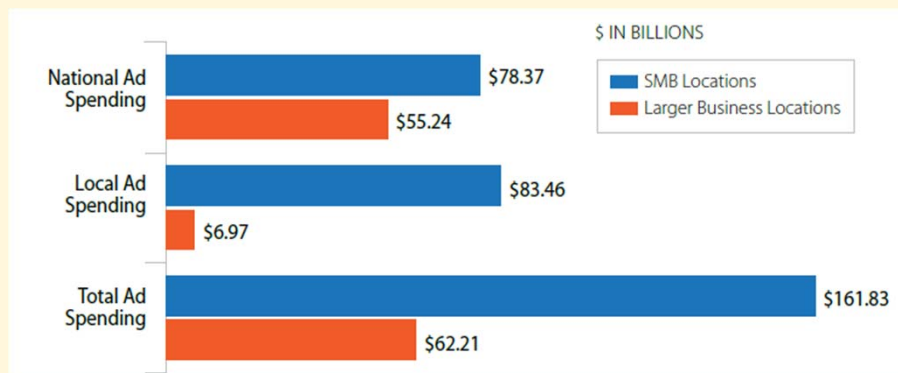
Local Online Advertising Trends

- Local Online Advertising:**
- 2005 \$3.4 Billion
 - 2010 \$18 Billion
 - 2014 \$35 Billion (projected)



*Wells Fargo Report 12/2010

SMB Share of 2010 U.S. Ad Spending



Source: Borrell Associates, Inc. 2011

Growth Expectations Highest for Online

Question: Thinking of your total advertising budget, as compared with 2010, do you think your spending will grow, stay the same, or shrink in the following categories in 2011? N = 2,773

Answer Options	Expect to buy	Grow	Stay the same	Shrink	Difference: Grow/Shrink	Response Count
Online/Digital	84%	53%	29%	2%	51%	2,016
Direct Mail	71%	24%	38%	9%	15%	1,900
Local Daily, ect./Newspapers	88%	16%	55%	18%	-2%	2,679
Radio	65%	15%	38%	11%	4%	1,855
Other Local Print Publication	75%	11%	49%	15%	-4%	2,050
Cable TV	46%	11%	27%	7%	4%	1,557
Outdoor and Out of Home	47%	11%	29%	6%	5%	1,539
Broadcast TV	41%	9%	25%	7%	2%	1,497
Telemarketing	25%	5%	17%	2%	3%	1,358
Directories	70%	4%	42%	24%	-20%	1,992
Cinema Advertising	22%	3%	17%	3%	0%	1,347
Other	39%	10%	25%	3%	7%	1,200

Source: Borrell Associates/Belden Interactive Digital Study of SMBs, 2011.

Web, Email & Social Media Top SMB's Planned Spending Increases

Online Spending Categories	Any 2011 Spending	Increase Planned	Spending Unchanged	Decrease Planned	Don't Know/ No Answer
Company Website	91%	37%	45%	1%	8%
E-Mail	80%	34%	39%	1%	6%
Social Media	70%	32%	22%	1%	16%
Business Directory Listings	57%	6%	24%	3%	24%
Search Engine Marketing	52%	11%	12%	1%	27%
Sponsorships	52%	7%	18%	2%	24%
Targeted Online Display Ads	51%	9%	15%	2%	25%
ROS Online Display Ads	48%	6%	15%	2%	25%
Paid Search/Keywords	47%	9%	12%	1%	25%
Online Video	43%	8%	9%	1%	25%
Mobile Advertising	40%	8%	7%	1%	24%
Online Classifieds	40%	4%	11%	1%	24%
Other Online Advertising	41%	6%	10%	0%	24%

Source: Borrell Associates/Belden Interactive Digital Study of SMBs, 2011.

Consumers are online

97% of consumers research online before purchasing, and 92% contact businesses immediately after searching.



Business Owners are busy

Business Owners are busy with many things.

Marketing is just one of them.



Marketing Online Can Be Overwhelming



Where do we start?

- Social Book Marks
- Events
- Video
- Reputation Management
- Blogs
- Coupons
- Website
- Display
- SMS
- Social Networks
- Mobile
- Email



Local Online Advertising today

Blended Solution

- Search
- Mobile
- Social
- Display
- Email



Why Google

- 65% of all searches done online are through Google.
- Effective. Some case studies report 1600% increase in sales by being on Google's front page.
- 3 Billion searches performed daily.



Search (Past)

Organically Ranked websites

- AltaVista
- Google Web Search Home Page
- Search engine - Wikipedia, the free encyclopedia
- Search engine - Yahoo! Search - Web Search
- Live Search
- Search Engine Marketing Tips & Search Engine News
- Search Engine Showdown: The User's Guide to Web Searching

Paid Search Listings

- Need Quality Text Ads?
- Search Engine & Directory
- Internet Search Engine
- Triple Mosa, Santa Fe SEO
- Zada Search

Search (Today)

Paid Search Listings

- 80% Off MacBook Pro
- Apple Computer Clearance
- Apple Desktop Sale
- Used Apple Computer
- Used Apple Computer Sale
- Apple Mac \$399
- Apple Computer Used

Shopping Results

- Apple Mac - 4 GB RAM - 130 GHz - 500 GB HDD
- Apple Mac mini - 2 GB RAM - 2.4 GHz - 250 GB HDD
- Apple MacBook - Core 2 Duo - 2 GB RAM - 250 GB HDD

News Results

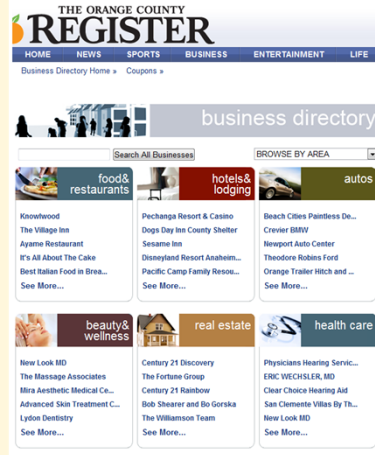
- Apple Computer
- Apple in Education

Organically Ranked websites

- Official Apple Store
- Apple Computer, Inc.
- Welcome to the Apple Store - Apple Store (U.S.)
- Shopping results for apple computer
- Apple Mac
- News for apple computer
- Apple in Education
- Apple

Directories

Search goes beyond Search Engines



- Local Directories
- Mobile Search
- News Papers
- Etc



Mobile Search

Local
Mobile
Search

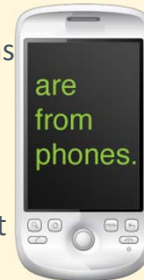
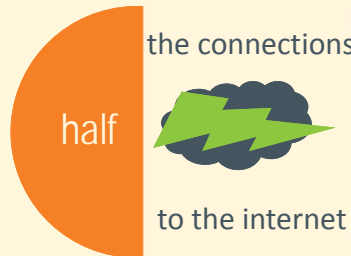
1. The primary method for search was previously the Desktop.

2. Now the #1 access method for local information is the mobile browser with 20.7 million users per month.

3.



As
of
right
now



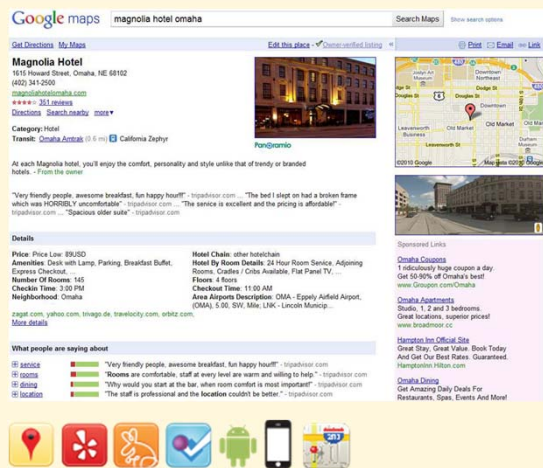
Start with the Basics (Website)

- Website
 - Good content
 - Clear Actions
 - Phone Number
 - Lead Forms
 - Coupons
 - etc



Start with the Basics (Directory)

- Local Profiles
 - Address
 - Phone Num.
 - Descriptions
 - Keyword selection
 - etc



Start with the Basics (Social)

- Social Media
 - Interact with Customers
 - Write something that matters
 - Update them on your business, industry, etc
 - Push out special offers when appropriate



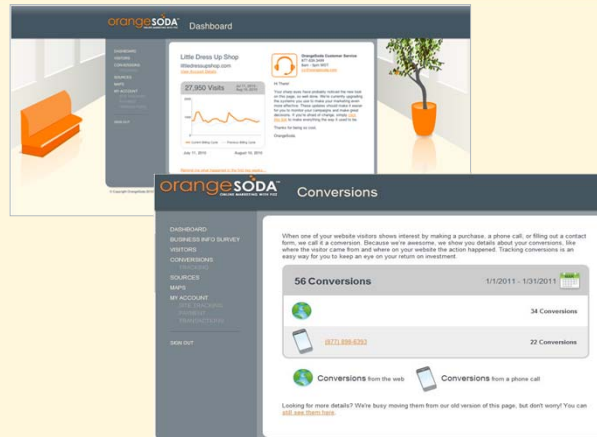
Start with the Basics (Mobile)

- Claiming listings on popular Mobile check-in / review sites:
 - Yelp
 - 4 Square
 - Etc
- Mobile Optimized Website
 - Phone number
 - Description
 - Etc



Reporting and Analytics

- Have a way to track the effectiveness of online efforts
- Tracking of all online actions
 - Phone Calls
 - Lead Forms
 - Email
 - Etc

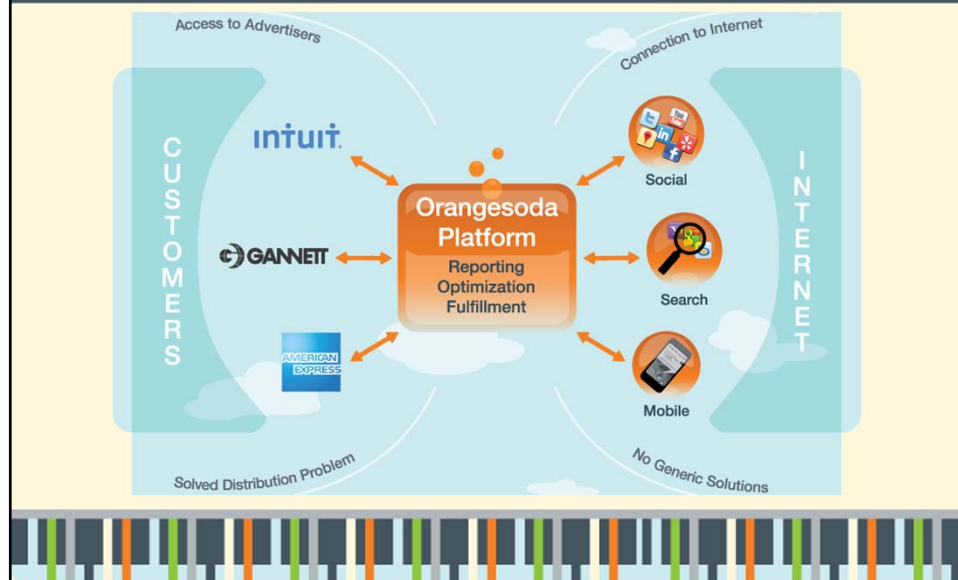


Our Platform Makes It Easy...

- Easy-to-roll out new online marketing and social media products



How Our Platform Works



Summary

OrangeSoda makes it easy for local businesses to harness the power of online marketing.

- **Mission:** Make it easy for local businesses to succeed with online marketing.
- **Founded:** October 2006
- **Offices:** American Fork, Utah
- **Experience:** Strong growth, history, and thought leadership in industry since 1999
- **Employees:** 160 Online Marketing Experts

Don't Get Lost in the Maze

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