

HYPERX LOCAL MEDIA KIT

LOCAL ONLINE ADVERTISING SOLUTIONS



MOVE IT **ONLINE**. KEEP IT **LOCAL**.

BACKGROUND OVERVIEW

Since 1998, HyperX Media has been helping companies reach local and national online audiences on a pay-for-performance basis for clients ranging from small start-ups to multi-billion dollar enterprises. HyperX Media prides itself in being progressive and staying on the forefront of online marketing trends.

HyperX Media sat down to brainstorm how it could harness the internet in a way to help local businesses reach their target market. In 2008, HyperX Local was created to give local business owners the tools they need to use the internet as a powerful way to grow their business and take it to the next level.

HyperX Local has created an array of products to fulfill any online marketing need. Whether it is to increase brand awareness, drive qualified leads, gain more quality web traffic or sell products, HyperX Local has the perfect option for your business.

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PRODUCT OVERVIEW

Banner Ad Network - Drive website traffic with local banner advertising that is trackable, affordable and continually optimized for ROI.

Local Search Engine Optimization - Achieve top search engine rankings for targeted keywords that drive potential customers to your website.

Local Paid Search (Google CPC) - Drive geo-targeted traffic, leads and sales through top search engines and only pay when someone clicks your advertisement.

Social Media Optimization - Micro-target consumers based on interests, groups, company, school and more using top social networking sites such as, Facebook and MySpace.

Email Blasts and Sponsorships - Deliver email advertisements to lists of targeted local consumers.

Local Mobile Marketing - Build a permission based text lists and distribute timely promotions to their mobile devices.

Local Online Directory Listings - Get and stay listed on Utah's top 25 online business directories including, Google, yahoo, MSN, and AOL.

BANNER AD NETWORK

Overview

Drive website traffic with local banner advertising that is trackable, affordable and continually optimized for ROI. By placing your ads on dozens of targeted websites that match your target market, HyperXLocal can get your ads in front of the right customers for the right price.

Features & Benefits

- **Increase Your Reach** -Our network contains not only the most well known sites, but it also contains hundreds of local interest websites too. This allows you to advertise on the biggest and most targeted niche websites in Utah.
- **Target Your Specific Market**-Included in our comprehensive network are hundreds of local interest websites for any target market. Whether your target market is business owners, sports fans, skiers and snowboarders, stay at home moms, home owners or the guy in the van down by the river, HyperX can help you target your specific audience!
- **Dynamic Optimization**-HyperXLocal will shift your banner ads to the best performing websites to maximize your advertising dollars and increase ROI. HyperXLocal has dedicated account managers who will monitor your campaign and move your ads to the best performing websites, so STOP wasting your advertising dollars on methods that don't get you RESULTS!
- **One Point of Contact**-Sit back, relax and let HyperXLocal do the work for you! Using HyperXLocal to place your local online advertising, your ads will reach over 200 of Utah's top and niche websites with one point of contact. HyperXLocal allows you to amplify your reach without requiring increased work on your end. Let HyperXLocal run your online ads, while you focus on running your business.

SEARCH ENGINE OPTIMIZATION

Overview

Achieve top search engine rankings for targeted keywords that drive potential customers to your website. Through various methods, HyperXLocal can increase your company's organic or natural search engine rankings on top search engines such as, Google and Yahoo. Top placement on search engines allows your potential customers to find you before the competition.

Features & Benefits

- **Increase Natural Search Rankings** -The number one way customers looking for your products or services find you is through top search engines such as, Google and Yahoo. Increasing your rankings will allow more potential customers to find you.
- **Get Quality Traffic**-Using only keywords specific to your company ensures that the traffic you will get from SEO will be quality traffic.
- **Customized Campaigns**-HyperXLocal will work with your company to perform keyword research and analysis to determine the most cost-effective keywords for your business. Using HyperXLocal allows you to maximize your dollars spent.
- **Get in Front of Your Customers**-Looking to get in front of your potential customers? Using HyperXLocal to increase your organic search rankings on top search engines and get your business in front of the customers looking for you.

GEO-TARGETED PAID SEARCH

Overview

Drive geo-targeted traffic, leads and sales through top search engines and only pay when someone clicks your Ad. HyperX Local will work with you to determine the keywords and ad copy that will most effectively capture the attention of your customers and get them to your website. HyperX Local will also work with you to monitor keyword bidding and improve the quality score of your campaign to decrease the cost-per-click.

Features & Benefits

- **Get on Top Search Engines Today** - Unlike search engine optimization (SEO), which is a long-term strategy, paid search advertising gives your business the tools to be on the top of the biggest search engines like Google and Yahoo immediately.
- **Lower Costs per Click** - There is more to paid search than bidding for clicks. HyperX Local can help your business lower the cost per click by using strategies it has developed through years of paid search management. HyperX Local will perform activities like landing page optimization, improving ad copy, and keyword matching to increase quality score and lower your cost-per-click.
- **Customized Campaigns** - HyperX Local will work with your company to perform keyword research, ad copy message strategy, and landing page optimization to determine the most effective paid search campaign for your business.
- **A/B Testing** - Using A/B testing, HyperX Local will test, track and optimize your paid search campaign to develop the most effective keywords and ad copy that will get you the most for your money. Using HyperX Local allows you to maximize ROI.

SOCIAL MEDIA OPTIMIZATION

Overview

Micro-target consumers based on interests, groups, company, school and more using top social networking sites such as, Facebook and MySpace, to create buzz, obtain in-bound links and increase brand awareness.

Features & Benefits

- **Increase In-Bound Links** - Instantly gain exposure and create an influx of relevant inbound links that creates create awareness benefits and help increase organic search rankings.
- **Viral Marketing** - HyperX Local can launch viral marketing campaigns using interactive flash games, video clips, advergames and even text messaging to increase brand awareness.
- **Buzz Marketing** - Using sophisticated word-of-mouth campaigns, HyperX Local will help your business create elite groups that your consumers will want to be a part of and will willingly spread the word and create buzz amongst your target market.
- **Hyper-Targeting** - Social Media Optimization allows you to target specific consumer groups based on interest, groups, keywords, company, school and more.

EMAIL BLASTS AND SPONSORSHIPS

Overview

Deliver email advertisements to lists of targeted local consumers. These are not generic national lists or spam in any way. HyperX Local email lists are truly local consumers that have opted in to receive special offers and promotions from local companies only. Using these quality lists your company will quality traffic and great brand awareness in the local community.

Features & Benefits

- **Truly Local** - HyperX Local email lists are absolutely local lists, that local consumers have opted in to received local promotions, news and events from local companies.
- **Say No To SPAM** - Unlike most email blasts that end up in spam folders and never get read, HyperX Local email blasts will be delivered to recipients inbox and because local consumers have opted in to receive emails, our emails have a much higher open rate than most email lists.
- **Highly Targeted** - Using HyperX Local to manage your email blasts gives you the ability to target a specific market based on geography, demographics, industry, and special interests.
- **A/B Testing** - HyperX Local will work with you to track various email creative, messages and promotions to determine the most effective strategy. HyperX Local will track impressions, open rates, clicks, and click-through-rates of various email iterations to increase campaign effectiveness and maximize ROI.

LOCAL MOBILE MARKETING

Overview

Build a permission based text lists and distribute timely promotions to their mobile devices. Using HyperX Local to develop a mobile marketing campaign, you can market to your customers when they are the closest to the point of purchase.

Features & Benefits

- **Custom Subscriber Lists** - HyperX Local mobile marketing allows your business to create its own subscriber groups giving you ultimate control over when, where and how you communicate with your customers.
- **Promotions, Announcements, Sales** - Mobile marketing is a great tool for announcing new products, clearing out old inventory, rewarding loyal customers with exclusive promotions and letting customers know about sales and events.
- **Instantly Communicate** - Auto reply to inquiring customers with a predetermined message or mobile coupon of your choosing.
- **Point of Purchase** - Mobile marketing allows you to reach customers closest to the point of purchase.

CLIENT SHOWCASE

Client List

- Garbett Homes
- United Way
- Zions Bank
- Sun Valley
- UCN
- John Paras Furniture
- American Express
- Orbit Medical
- Candeo
- Robert G. Allen
- I Flow Corporation
- Lindauer Family Farms
- Fitness Equipment Source

Client Testimonials

“The HyperX Local network provides us with the ability to reach our local market in a targeted, affordable and effective way. We have really appreciated their unique approach to local online advertising and great customer support.”

Rebecca Dutson, Chief Operating Officer
United Way Salt Lake

“HyperX Local has lived up to all that was promised and has met our expectations. We felt that we have been treated great and Devin our sales rep was incredibly professional and did a great job. We were actually going to use a different company for online marketing and Devin contacted us just before we finalized the deal. He put together a great package for us that worked better. Everything has worked out good.”

John Paras, Owner
John Paras Furniture

CONTACT US TODAY

801.566.0670 • sales@hyperxlocal.com • www.hyperxlocal.com



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