



General Business Strategy

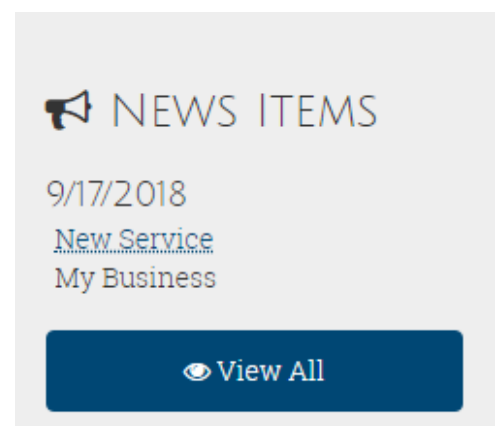
1. Add your free Business Listing to Every.CITY, which includes

- ◆ Your Business Name, Address, Phone & clickable Website
- ◆ One Business Category
- ◆ Listings in both your City and your County, as well as the appropriate 24 additional Specialty Websites that feed from Every.CITY to better target the site visitor experience
- ◆ Participation and display in a mobile friendly website
- ◆ A Google Map to your business, if you so choose
- ◆ A clickable phone link when viewed on mobile devices
- ◆ Association membership logos (Chamber, BBB, etc.) if the Association participates in Every.CITY
- ◆ Searchable summary listings for Realtors, Used Car Dealers, Apartments, Restaurants, and Hotels
- ◆ An easy, free to join process from www.Every.CITY



2. Unlimited free postings to promote your Business

- ◆ **News Items** (new product or service, Employee of the Month, new employee bio, new contract, helpful hints, etc.)
- ◆ **Specials** (daily, weekly, monthly, etc.)
- ◆ **Events** (feeds to the Master Event Calendar)
- ◆ **Help Wanted Ads** (get the right new hires)
- ◆ Postings feed to the Home Pages of your City and your County, as well as the appropriate 24 Specialty Websites
- ◆ Keeps your Business name in front of your local residents!
- ◆ Posting Packages, where we manage your postings for you, are available for a fee based on regular discussions with you



3. Free Leads

- ◆ Activate receipt (turn on and off as you need leads, or as you desire)
- ◆ Based on your Business Category
- ◆ No fees to either the Business or the Resident — Someone looking for a plumber to fix an outdoor spigot can quickly request quotes from all businesses in the Business Category “Plumbers.”

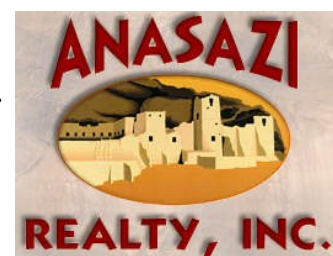
4. Promote your Business, for free

- ◆ **Post unlimited “Referral Coupons”** to better engage with local Residents. For example, you could offer \$20 off a new bicycle for a Resident that accumulates five Referral Points by getting five other Residents to join any one of 30,000 Every.CITY locations
- ◆ When a Resident redeems their Referral Points for your coupon, you can then redeem the same points with us in exchange for advertising, etc.
- ◆ **Post Prizes** for built-in applications like Math For Prizes, etc. to generate increased store traffic, exposure and increased sales. This activity also supports the youth in your community. Prizes can include an ice cream cone, a round of miniature golf, a slice of pizza, a \$5 deposit at a bank, etc., or you can put the Certificate PDFs in a large jar to set up a “winners drawing” for a bicycle, an electronic game, or for other more expensive items
- ◆ To win Math For Prizes, a child must be under 16, and must answer 100 random 12 times table problems in less than 5 minutes. If they succeed, the program will generate a dynamic PDF that the child and parent must bring to your Business to redeem. The parent must vouch that the child succeeded on their own.



5. Inexpensive Advertising

- ◆ **Advertise on the Home Pages** of your City, your County, or any other location in Every.CITY, including the Home Pages of any of the 24 Specialty Websites
- ◆ **Advertise on any of the Business Category Pages** anywhere
- ◆ Advertising rates are as low as \$9.95 per month or \$50 per year
- ◆ Ad Graphics are a full 180px wide by 150px high
- ◆ Self-Managed, on-line advertising process, 24 hours a day, 7 days a week.
- ◆ Start and Stop at any time
- ◆ Replace the ad graphic and/or the URL it points to, as often as you like
- ◆ Home Page rates are based on the number of current advertisers, with the first advertisers paying lower fees than subsequent advertisers
- ◆ Home Page rates are also based on the City or County populations
- ◆ **Home Page ads are randomly displayed**, from the top of the page going down
- ◆ **Business Category ads are shown in the order purchased**, from the top of the page going down



6. Need a website that is mobile friendly?

- ◆ Get a “DataSpokes” website where the layout is already designed, and all you need to do is select/take and upload pictures, and then enter your text. A DataSpokes website includes:
 - ◆ Home Page, with slideshow carousel
 - ◆ About Us Page
 - ◆ Services or Products Page, depending on your business type
 - ◆ Listings Page for Realtors, Car Dealers, Apartments, Hotels, and Menu Page for Restaurants
 - ◆ 4 Posting Pages (News Items, Specials, Events, Help Wanted) — turn the pages you need on or off as you need them
 - ◆ Portfolio Page, if that is helpful to your Business
 - ◆ Frequently Asked Questions Page
 - ◆ Resource Links Page
 - ◆ Contact Us Page
- ◆ Built into Every.CITY (not stand-alone) for only \$10 per month hosting fee
- ◆ Stand-alone (www.yourdomainname.com) for \$200, plus \$10 per month hosting fee
- ◆ Your Postings automatically feed to all Every.CITY and appropriate Specialty Website pages

