



Local Presence Foundation Marketing Plan

Insertion Order

In 2017, BubbleLife is adding local search optimization as a service, in combination with hyper local advertising. If you want to power your word of mouth strategy, build local awareness, and dominate local search to grow your business within an affordable budget, **advertising alone doesn't work. You must combine online, email, mobile and social media to reach people** where they spend their digital time.

Several **small businesses have asked us to create an "affordable" 12-month marketing plan.** This **is BubbleLife's base foundation** that leverages the popularity of local news, mobile access, local distribution, local exposure and search to grow your business.

Hyper Local Exposure with Native Ads

Native advertising blends into its surroundings as content. Without being overbearing and disrupting a customer's experience, native advertising statistically captures more attention, builds trust and improves engagement. Native ads are viewed as editorial content and have greater potential to be shared, generating virally powered word of mouth marketing for advertisers.

- 1 Online Native Ad on BubbleLife.com Local News in rotation with other advertisers (See 7 in Graphic)
- 1 Email Native Ad on BubbleLife.com Local News distributed to a portion of email subscribers daily (See 5 in Graphic)

Hyper Local Exposure with Digital Ads

Digital banner ads consistently remind locals that you are open and accepting business. These "browse by" billboards brand your business as locally prominent.

- 1 Side Bar Ad (See 4 in Graphic) on one BubbleLife Edition
- 1 Leaderboard Ad in rotation (See 3) on one BubbleLife Edition
- Free creative services with one revision

Hyper Local Exposure with Content

Content gives you the opportunity to share your knowledge and position yourself as an expert. People don't want to be sold — they want to make a smart buying decision. With our distribution engine, you will reach new and past customers online, in email and on social media, all while building your authority on Google and other search engines.

BubbleLife Approved Local Content Contributor

BubbleLife provides advertisers with the option to self-submit content to their community website, with distribution to the following:

- Published to BubbleLife online readers
- Published to BubbleLife social media followers on Facebook
- Published to BubbleLife social media followers on Twitter
- Published to BubbleLife Connect Local Business Directory
- Emailed to BubbleLife subscribers in email newsletter

Local Search Optimization & Monthly Management

*The default is search. New business prospects either start or end with search to find a service or to determine if a business is viable. **If customers can't find your business** during their search, your business is doomed. One of the best ways to boost SEO is to take advantage of properly submitting your business information to search engines, listing services and business directories. It is also critical that they are maintained (touched monthly) or your businesses will fall off the radar due to inactivity.*

Submit, Claim and/or Optimize Your Google Listing and Google Maps
Submit, Claim and/or Optimize Bing
Submit, Claim and/or Optimize Yelp
List in up to 50 Online Presence Enhancement Directories
List in BubbleLife Connect Local Business Directory
Submit to Data Aggregators for distribution to more than 300 directories
Maintain Listings Monthly

Note: You will have a self-service dashboard for updates, modifications and reporting access. Tech support is included by chat and tickets within your dashboard. Please allow 10 days – 2 weeks for initial results to begin appearing on your dashboard, and 4-6 weeks for completion.

[Why BubbleLife.com?](#)



BubbleLife.com is a modern digital newspaper that is read and shaped by individual local communities. With more than 250 community-focused editions, BubbleLife.com realizes that local news and local business have always gone hand in hand. BubbleLife Local News is highly anticipated and distributed online, via email and through social media daily.

The overall audience of BubbleLife breaks down as follows:

- Female (62%) with children (50%)
- Age 35-55 (48%)
- Income of \$100,000 plus (40%)
- College Educated (52%)
- And Postgraduate Educated (20%)

Price:

\$500 Setup

\$300 per month – Per Advertising Zone

Term: 12-Months and converts to month to month after one-year anniversary date. After 12-month term, either party may terminate with 30-day notice.

Please select your Advertising Zone(s):

☐ Central Collin County

[Allen BubbleLife](#), [McKinney BubbleLife](#), [Murphy BubbleLife](#), [Parker BubbleLife](#), [Wylie BubbleLife](#)

☐ Denton

[Corinth BubbleLife](#), [Denton BubbleLife](#), [Flower Mound BubbleLife](#), [Highland Village BubbleLife](#), [Little Elm BubbleLife](#)

☐ Downtown & South Dallas

[Cedar Hill BubbleLife](#), [Dallas Uptown BubbleLife](#), [DeSoto BubbleLife](#), [Duncanville BubbleLife](#), [EatGreenDFW](#), [Lancaster BubbleLife](#), [Midlothian BubbleLife](#), [Oak Cliff BubbleLife](#), [Seagoville BubbleLife](#), [South Dallas BubbleLife](#), [Waxahachie BubbleLife](#)

☐ East Dallas

[Lake Highlands BubbleLife](#), [Lakewood BubbleLife](#), [Richardson BubbleLife](#)

☐ East Tarrant County

[Bedford BubbleLife](#), [Colleyville BubbleLife](#), [Euless BubbleLife](#), [Haltom City BubbleLife](#), [Haslet BubbleLife](#), [Hurst BubbleLife](#), [Keller BubbleLife](#), [North Richland Hills BubbleLife](#)

☐ Far East Dallas

[Garland BubbleLife](#), [Heath BubbleLife](#), [Mesquite BubbleLife](#), [Rockwall BubbleLife](#), [Rowlett BubbleLife](#), [Royse City BubbleLife](#), [Sachse BubbleLife](#), [Sunnyvale BubbleLife](#), [Terrell BubbleLife](#)

☐ Frisco

[Frisco BubbleLife](#), [Prosper BubbleLife](#), [The Colony BubbleLife](#)

☐ Mid-Cities

[Arlington BubbleLife](#), [Grand Prairie BubbleLife](#), [Irving BubbleLife](#), [Las Colinas BubbleLife](#), [Mansfield BubbleLife](#)

☐ North Dallas

[InTheLoopKids](#), [Preston Hollow BubbleLife](#)

☐ Northwest Dallas

[Carrollton BubbleLife](#), [Coppell BubbleLife](#), [Farmers Branch BubbleLife](#), [Lewisville BubbleLife](#)

☐ Park Cities

[Park Cities BubbleLife](#), [SMU BubbleLife](#)

☐ Plano

[Addison BubbleLife](#), [Plano BubbleLife](#)

☐ Southlake-Grapevine

[Grapevine BubbleLife](#), [Roanoke BubbleLife](#), [Southlake BubbleLife](#), [Trophy Club BubbleLife](#), [Westlake BubbleLife](#)



Advertiser Information

ADVERTISER NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL ADDRESS: _____

CONTACT NAME: _____

TITLE: _____

PHONE: _____

Payment Information

CREDIT CARD NUMBER: _____

NAME ON THE CARD: _____

BILLING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EXPIRATION DATE: _____

CSV CODE: _____

This order confirms that I have authorization to purchase advertising on behalf of named advertiser above. I am authorizing BubbleLife Media LLC to immediately bill this credit card for set up and monthly as per services rendered per this contract. I understand additional terms and conditions may be found at <http://bubblelife.com/terms>.

Accepted by BubbleLife Media:

Signature: _____

Date: _____

Saffie Farris _____

Date: _____

