

THE 6 SECRETS OUR CLIENTS ARE USING TO GROW SALES BY MILLIONS OF DOLLARS ONLINE...

Presented by: Darrell Evans, Co-founder



WHO AM I?

Co-founder of Yokel Local.
We've helped companies
generate over \$100
million in sales by
transforming their digital
marketing playbook.



OUR MISSION

1. Grow their businesses
2. Employ people
3. Impact their communities



Yoke[↑]Local

WHO ARE WE?







Go to Yelp for Business Owners

yelp Find pizza, food delivery, cheap eats Near Las Vegas, NV, US

Restaurants Nightlife Home Services Write a Review Events Talk Sign Up Log In

Yokel Local Internet Marketing

Claimed 15 reviews Details

Marketing, Web Design, Advertising Edit

Write a Review Add Photo Share Bookmark

285 E Warm Springs Rd Ste 104 Las Vegas, NV 89119 Southeast Get Directions (702) 331-3331 yokellocal.com Request a quote Replies in about 3 hours - 100% response rate Send to your Phone

Map data ©2017 Google

Photo of Yokel Local Internet Marketing - Las Vegas, NV, United States See all 19 photos Happy Holidays

In fact every time we've met with **Darrell** or Stormie or attended one of their events we've left with priceless information and resources." in 3 reviews

Request a Quote 3 hours 100%

About 246,000 results (0.68 seconds)

Yokel Local: #1 Inbound Marketing Agency In Las Vegas
<https://www.yokellocal.com/> ▾
Yokel Local's inbound marketing system combines content marketing, SEO, PPC and social media to grow web traffic, capture new leads and grow your sales.

Who Are The Inbound Marketing Experts at Yokel Local? - Las Vegas
<https://www.yokellocal.com/about-us/meet-the-team/> ▾
Meet the Team. Want Access to High-Quality, Lead Generating Industry ...

Need To Reach Us? We're Here To Help - (702) 331-3331 - Yokel Local
<https://www.yokellocal.com/contact/> ▾
Below you will find a short guide to know who you should contact for better ...

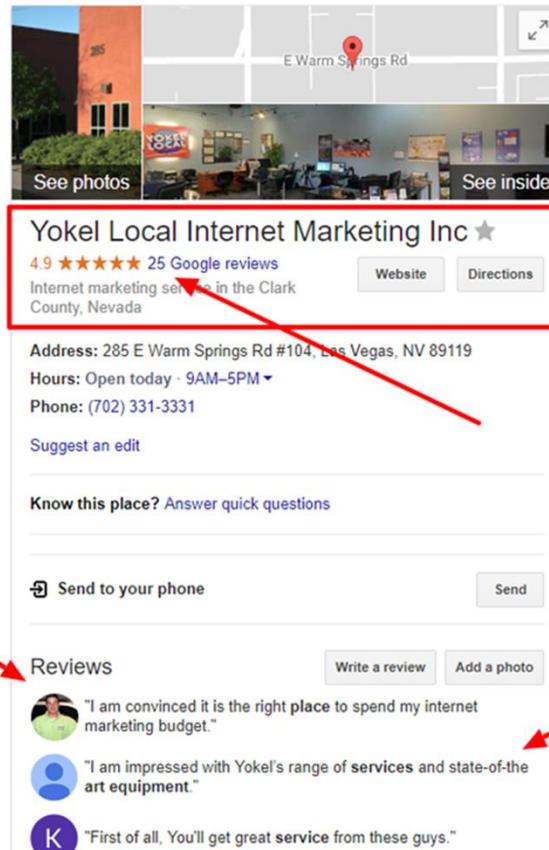
Meet Yokel Local: Hubspot Partner in Las Vegas | Inbound Marketing ...
<https://www.yokellocal.com/about-us/> ▾
Yokel Local is a proud Hubspot Partner in Las Vegas. Come meet the team at ...

Yokel Local Internet Marketing, Inc. | Advertising - Internet ... - Las Vegas
www.urbanchamber.org/list/member/yokel-local-internet-marketing-inc-6441 ▾
Yokel Local Internet Marketing, Inc., Advertising - Internet. 285 E. Warm Springs Rd., Ste. 104 Las Vegas, NV 89119. 702-331-3331.

Yokel Local Internet Marketing 285 E Warm Springs Rd Las Vegas ...
<https://www.mapquest.com/us/nevada/yokel-local-internet-marketing-304033894> ▾
★★★★★ Rating: 8.9/10 - 13 reviews
Get directions, reviews and information for Yokel Local Internet Marketing in Las Vegas, NV.

BBB Business Profile | Yokel Local Internet Marketing, Inc ... - Las Vegas
<https://www.bbb.org/southern-nevada/.../yokel-local.../reviews-and-complaints> ▾
BBB's Business Profile for Yokel Local Internet Marketing, Inc., Business Reviews and Ratings for Yokel Local Internet Marketing, Inc in Las Vegas, NV.

BBB Business Profile | Yokel Local Internet Marketing, Inc - Las Vegas
<https://www.bbb.org/.../yokel-local-internet-marketing-in-las-vegas-nv-90014361> ▾
BBB's Business Profile for Yokel Local Internet Marketing, Inc., Business Reviews and Ratings for



The image shows a Google My Business listing for 'Yokel Local Internet Marketing Inc'. The listing includes a thumbnail of the building at 285 E Warm Springs Rd, a map pin, and a 'See photos' and 'See inside' button. The business name is 'Yokel Local Internet Marketing Inc' with a star rating. It has 4.9 stars from 25 Google reviews. Below the rating, it says 'Internet marketing service in the Clark County, Nevada'. A red box highlights this section. Below the box are the address (285 E Warm Springs Rd #104, Las Vegas, NV 89119), hours (Open today · 9AM–5PM), and phone number (702) 331-3331. A 'Suggest an edit' link is present. A 'Send to your phone' button with a 'Send' button is shown. The 'Reviews' section is highlighted with three reviews: one from a user with a green profile picture, one from a user with a blue profile picture, and one from a user with a purple profile picture. Red arrows point from the text '25 Google reviews' and the 'Reviews' heading to these specific review snippets.

Yokel Local Internet Marketing Inc ★

4.9 ★★★★★ 25 Google reviews

Internet marketing service in the Clark County, Nevada

Address: 285 E Warm Springs Rd #104, Las Vegas, NV 89119

Hours: Open today · 9AM–5PM

Phone: (702) 331-3331

Suggest an edit

Know this place? Answer quick questions

Send to your phone

Reviews

Write a review Add a photo

 "I am convinced it is the right place to spend my internet marketing budget."

 "I am impressed with Yokel's range of services and state-of-the-art equipment."

 "First of all, You'll get great service from these guys."

THE BOTTOM LINE



2 Ground Rules

1.6

Expect a
breakthrough

A black and white portrait of John Wanamaker, a man with glasses and a mustache, wearing a tuxedo and bow tie. He is looking slightly to the right of the camera.

“Half the money I spend on advertising is wasted; the trouble is I don't know which half.”

John Wanamaker

US department store merchant (1838 - 1922)

Conversions**All Goals****Goal Conversion
Rate****118.19%** 

8.14% vs 3.73%

Goal Completions**187.31%** 

1,290 vs 449

Goal Value**413.42%** \$416,250.00 vs
\$81,073.50

8.12%

1,086 (84.19%)

\$356,030.00 (85.53%)

3.61%

369 (82.18%)

\$70,047.50 (86.40%)

124.86%**194.31%****408.27%**

CASE STUDY

Local Collision Center Sales Increase from \$4.5 million to \$11 million Per Year

►

YokeiLocal

CEO:	Michael Whittemore
3-Year Growth:	204%
2014 Revenue:	\$10.3 M
Location:	Henderson, NV
Industry:	Consumer Products & Services
Launched:	2004
Share:	f t g+ in
ON THE WEB ▾	
Website:	newlookcollision.com

281%

Increase
in Leads

426%

Increase
Phone
Calls



392%

Increase
Lead Value

30

Leads
Per Month



158%

Business
Growth

7X

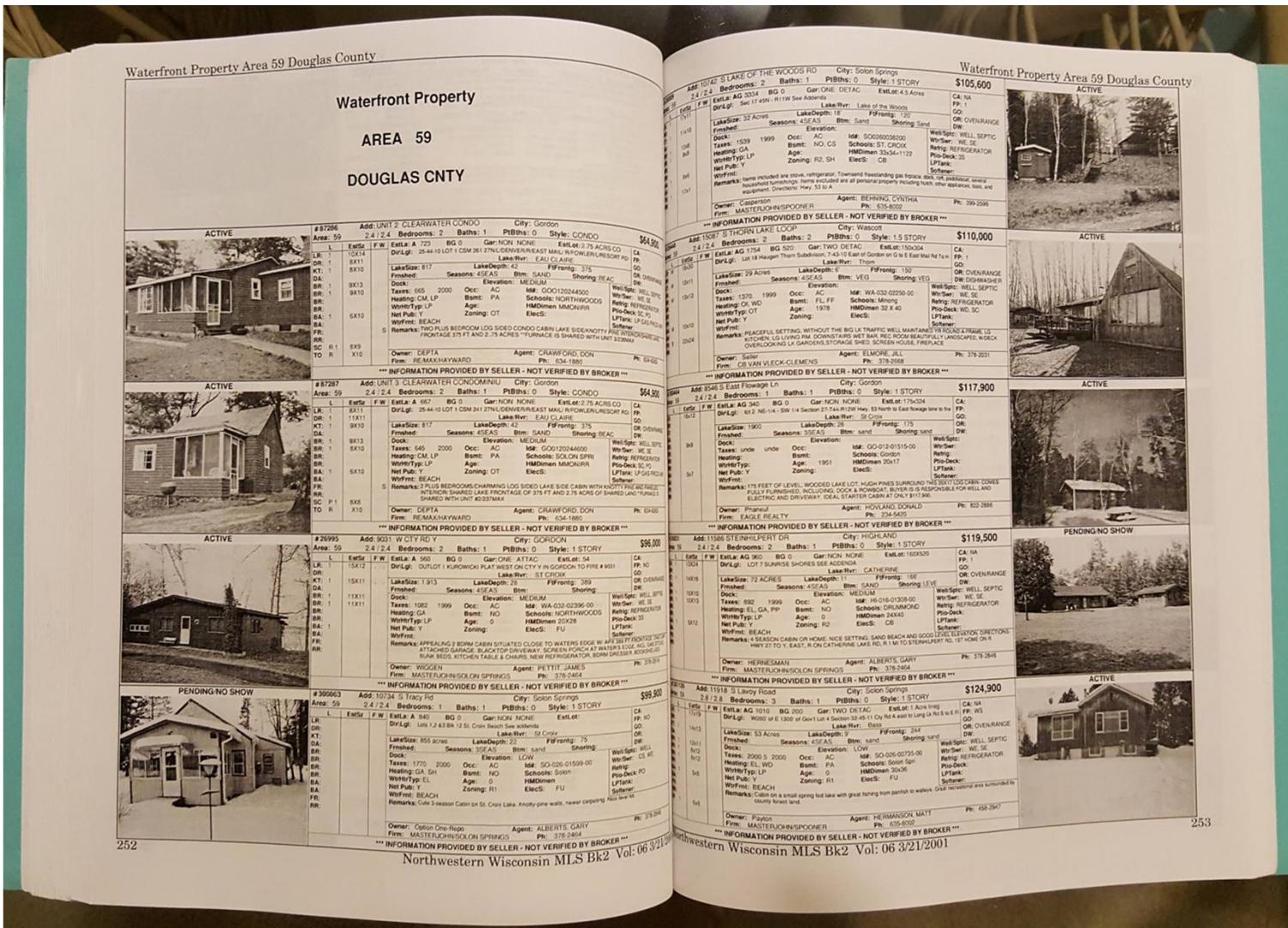
Increase in
Leads

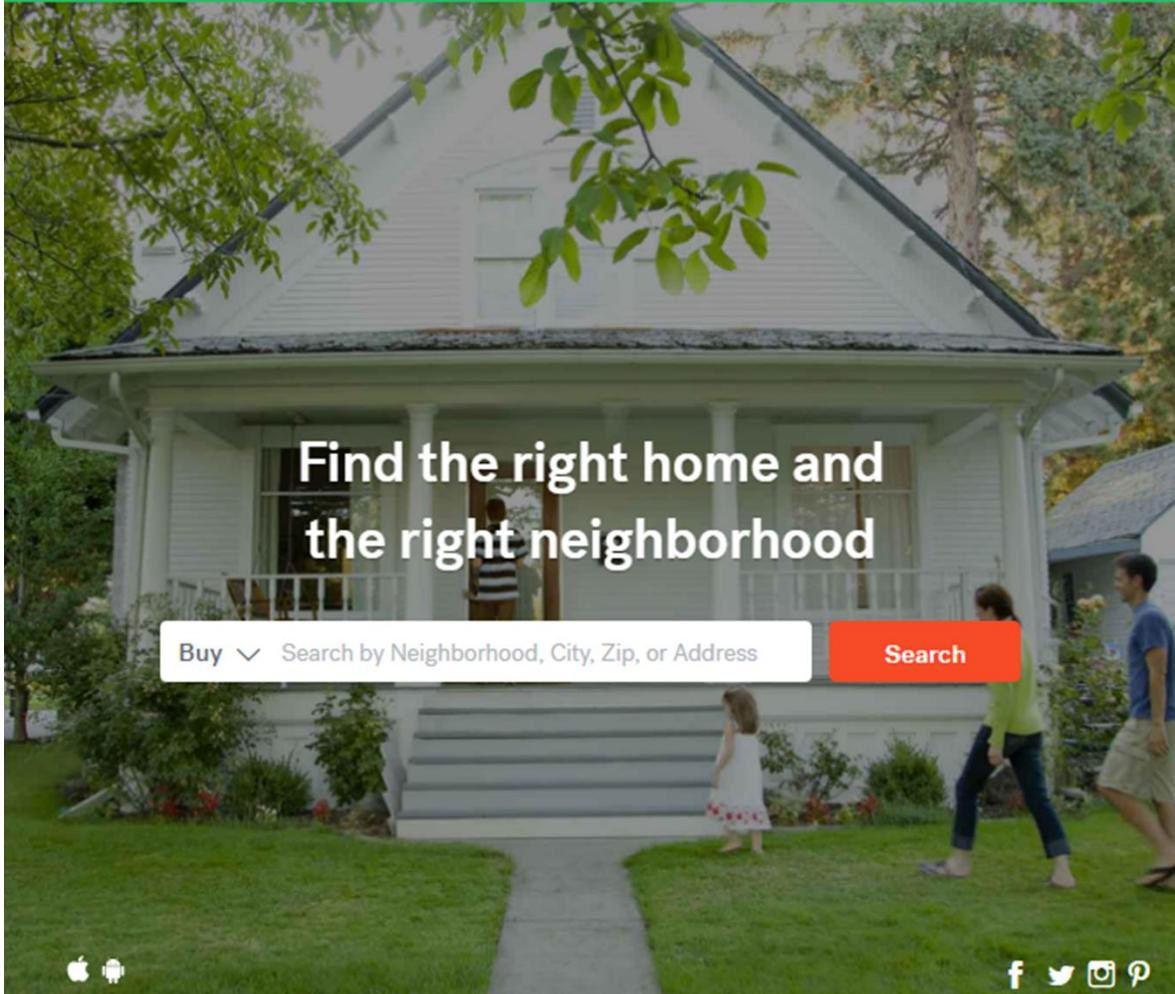
84

Leads per
Month

THE
BUYER'S
JOURNEY
HAS
CHANGED
FOREVER







Find the right home and the right neighborhood

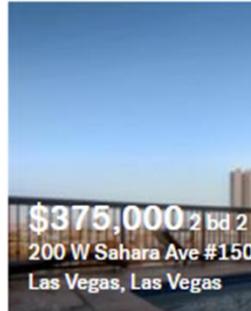
Buy

apple and android icons

[f](#) [t](#) [i](#) [p](#)

Homes with Pools

Las Vegas, NV



New Construction



Buy

Rent

Sell

Mortgages

Agent finder

Home design

More

List y

89134



● Listing Type ▾

Any Price ▾

0+ Beds ▾

Home Type ▾

More ▾

Don't miss out!

New homes are getting added all the time. Save your search and be the first to know.

Get Started

X

89134 Real Estate

248 hom

Homes for You

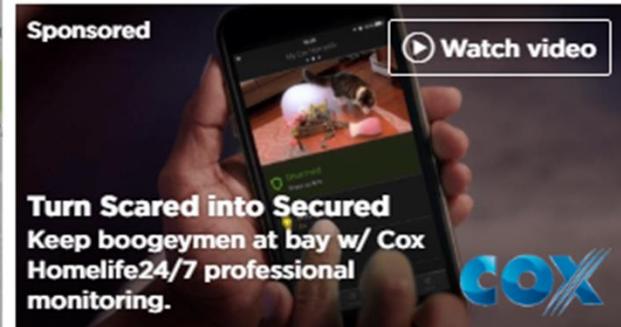
Newest

Cheapest

► Video walkthrough



Sponsored





WHAT WARREN BUFFETT DID & WHY IT'S IMPORTANT TO YOUR BUSINESS

<https://blog.yokellocal.com/what-warren-buffett-did-why-its-important-to-your-business>

BUSINESS INSIDER

- RadioShack closing 552 stores
- Payless – 400 stores
- Family Christian Stores – 240 stores
- Crocs – 160 stores
- Bebe – 170 stores
- J.C. Penney – 138 stores
- Staples – 70 stores
- Macv's – 68 stores

“...Turning around a retailer that has been slipping for a long time would be very difficult.” Warren Buffett



Yoke Local



Explore Amazon [Shop all departments](#)





Sign Up to Ride

Safe, reliable rides in minutes

First nameLast name+1 (201) 555-5555EmailPassword

Add a promo code

SIGN UP

By clicking "Sign Up", you agree to [Uber's Terms and Conditions](#) and [Privacy Policy](#).

[Drive](#)[Explore](#) ▾[Help](#)[Log in](#)

lyft

MEET YOUR 5-STAR RIDE

SIGN UP FOR RIDES IN A TAP.

Phone Number

[Become a Driver](#)

[Sign Up to Ride](#)

Already applied? [Check the status of your application here.](#)

Get ride credit for inviting friends. [Learn more](#)



[Become a host](#) [Help](#) [Sign in](#)

Airbnb

Book unique homes and
experience a city like a local.

Where	When	Guests	Search
Anywhere	Anytime	1 guest ▾	

[FOR YOU](#) [HOMES](#) [EXPERIENCES](#) [RESTAURANTS](#)

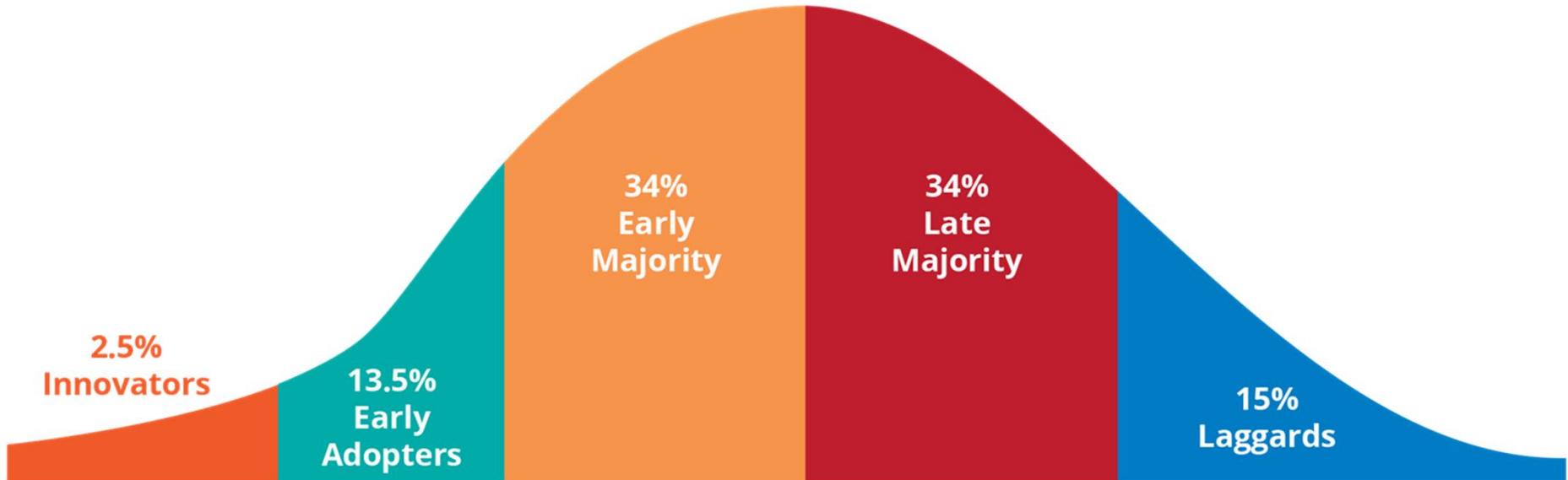
**YOUR INDUSTRY IS
BEING DISRUPTED!**

“99% of people don’t market in the year that we are actually living in.” Gary Vaynerchuk



YokeLocal

Diffusion of Innovation



Mail Image

Google

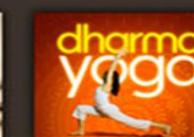
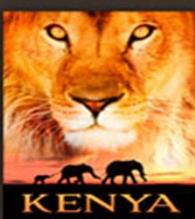








NETFLIX



LG

▼ ▲ + - X 0/1





Source: Empathetic Technologies

INBOUND VS OUTBOUND



**“Tactics without strategy is
the noise before defeat.”**

Sun Tzu, The Art of War



PLAYBOOK



KEY #1

WHO IS YOUR TARGET AUDIENCE?



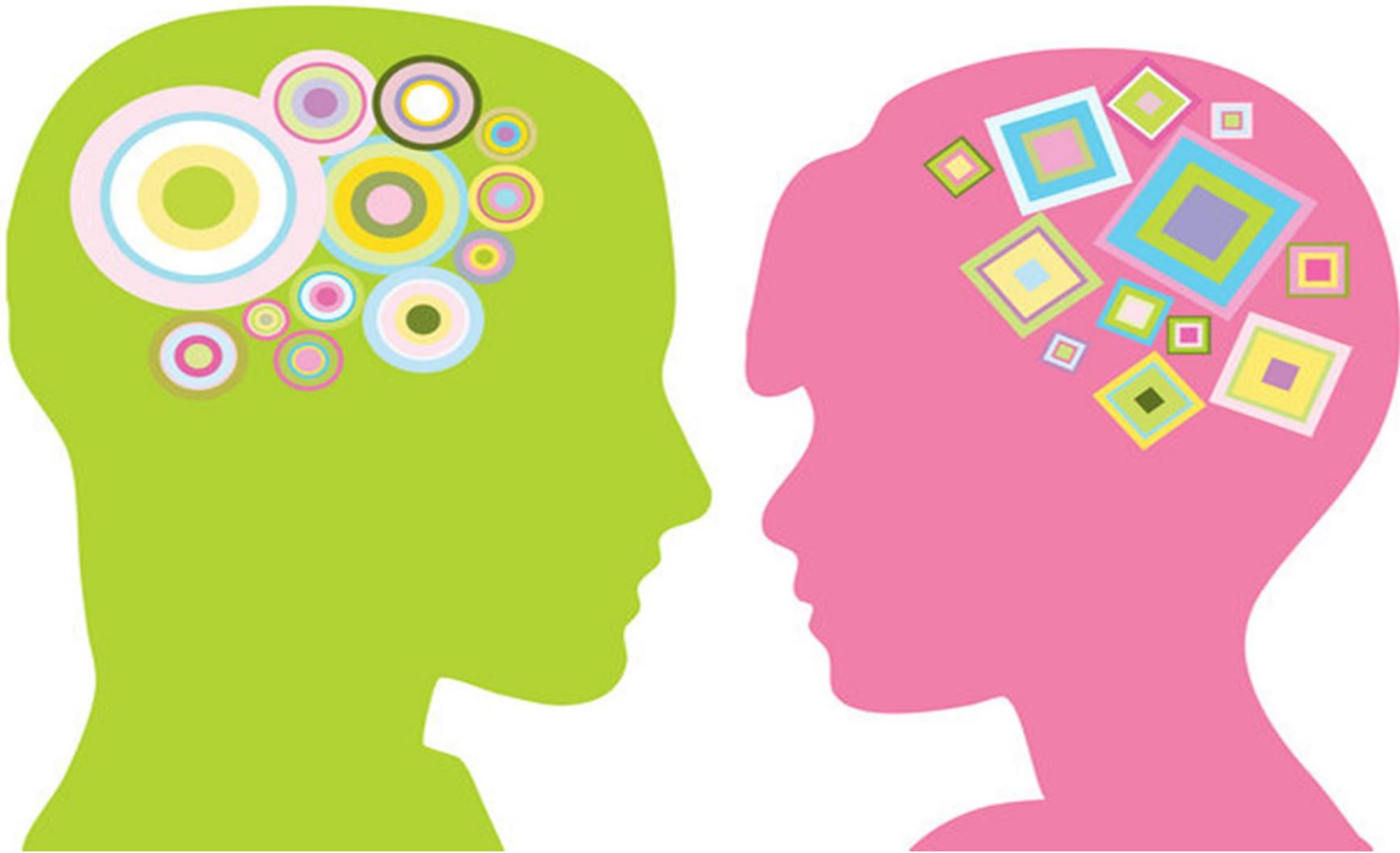
BUYER PERSONAS

**A buyer persona is a detailed picture
of your ideal customers.**

You need to answer the question:

Who is my ideal customer and what are
the pains they want to solve?





Think and feel?

what really counts?
major preoccupations?
worries & aspirations?

What does he/she

Hear?

what friends say?
what boss say?
what influencers say?

What does he/she

See?

environment?
friends?
what the market offers?

What does he/she

Say and do?

attitude in public?
appearance?
behavior toward others?

Pain

fear, frustration, obstacles,...

Gain

wants/needs, measures of success, obstacles,...

What You Need To Know About Buyer Personas

<https://blog.yokellocal.com/inbound-marketing-what-is-a-buyer-persona>



KEY #2

HOW WILL MY IDEAL
CUSTOMERS FIND ME ONLINE?



ATTRACTING WEBSITE VISITORS

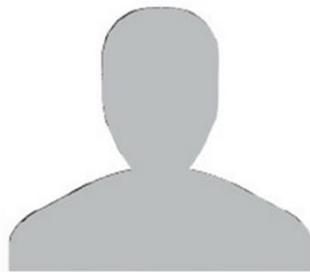
**You must understand your buyer's
journey and how they search online.**

This will allow you to show up at the
right place, at the right time.

THE BUYER'S JOURNEY



Prospect is experiencing and expressing symptoms of a problem or **opportunity**. Is doing educational research to more clearly understand, frame, and give a name to their problem.



Prospect has now clearly defined and given a name to their problem or **opportunity**. Is committed to researching and understanding all of the available approaches and/or methods to solving the defined problem or opportunity.

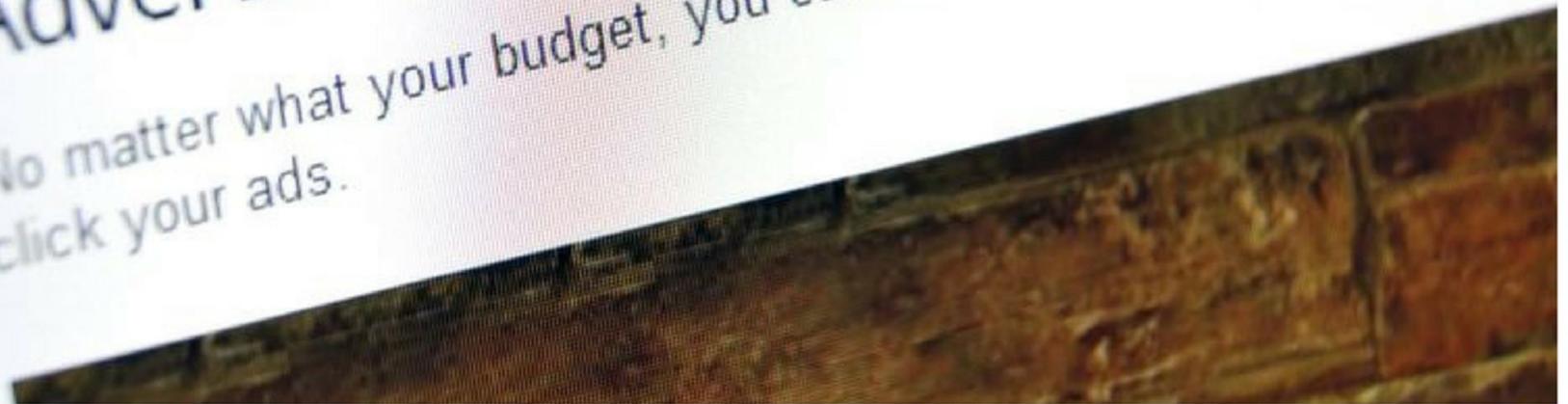


Prospect has now decided on their **solution strategy, method, or approach**. Is compiling a long list of all available vendors and products in their given solution strategy. Is researching to whittle the long list down to a short list and ultimately make a final purchase decision.



Advertise your business on Google

No matter what your budget, you can display your ads on Google and get people to click your ads.



dentist in las vegas

All Maps News Images Shopping More Settings Tools

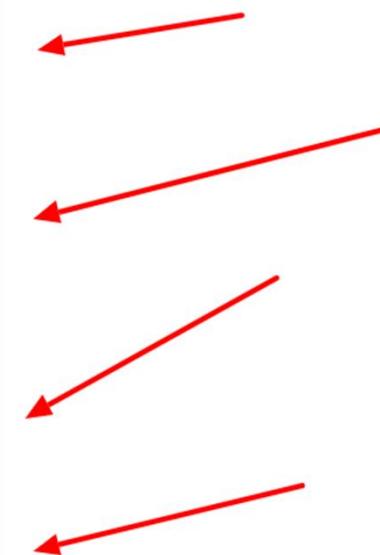
About 3,190,000 results (0.69 seconds)

Call The #1 Las Vegas Dentist - Free Sedation - Book Now
Ad www.lastingsmiles.com/Satisfaction/Guarantee ▾
From Simple Bonding Procedures to Comprehensive Smile Makeovers. For All Ages.
Satisfaction Guaranteed · Most Insurances Accepted · Almost 30 Yrs Experience · \$35 for Exam + X-ray
Services: Implants, Dentures, Invisalign, Teeth Whitening, Ceramic Crowns, Sedation, Bonding, All-on-4

Dentist Las Vegas, NV - New Patients Welcome
Ad www.bluediamonddentalgroup.com/ ▾
Modern Dentistry That's Affordable. \$49 Exam, Cleaning, Digital X-Rays.
Friendly & Caring Staff · Exceptional Patient Care · Comprehensive Dental Care · New Patient Special
Services: Cosmetic, Emergency, Preventative, Crowns, Veneers, Fillings
Make an Appointment · Our Services · Meet Our Team · Payment Options

Dentist Las Vegas 89148 - You Deserve A Great Smile
Ad www.dentistsofspringvalley.com/ ▾
Modern Dentistry That's Affordable. \$49 Exam, Cleaning, Digital X-Rays.
New Patient Special · Exceptional Patient Care · Comprehensive Dental Care · Friendly & Caring Staff
Payment Options · Teeth Whitening · Make an Appointment · Meet Our Team · Insurance Options
📍 5270 S Fort Apache Rd #350, Las Vegas - Open today · 8:00 AM – 5:00 PM ▾

Dentist In Las Vegas - Town Center Dental
Ad www.towncenterdentallasvegas.com/ ▾
Flexible Payment Plans Available! Call For An Appointment Today.



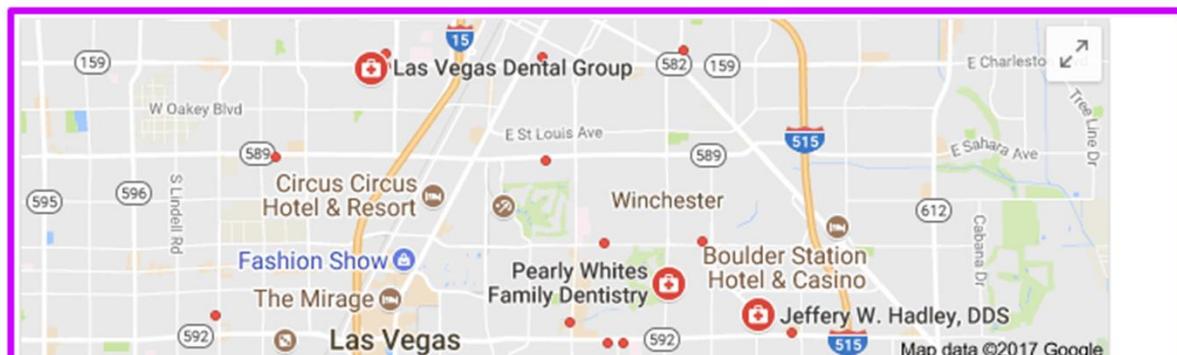
ALL GOOGLE ADS

How Google Adwords Works

<https://blog.yokellocal.com/how-google-adwords-works/>



SEO



Map data ©2017 Google

Rating ▾ Hours ▾

Pearly Whites Family Dentistry 4.7 ★★★★★ (31) · Cosmetic Dentist 3650 S Eastern Ave #220 · (702) 888-1220 Open until 5:00 PM	WEBSITE	DIRECTIONS
Las Vegas Dental Group 4.7 ★★★★★ (42) · Dentist 2701 W Charleston Blvd · (702) 323-0820 Open until 4:30 PM	WEBSITE	DIRECTIONS
Jeffery W. Hadley, D.D.S. 5.0 ★★★★★ (21) · Cosmetic Dentist Suite A-140, 3910 Pecos McLeod · (702) 454-7695 Open until 5:00 PM	WEBSITE	DIRECTIONS
More places		

**BASED ON
PROXIMITY**

LOCAL DIRECTORY

BIG BRANDS

Best Dentist reviews in Las Vegas, NV - Yelp

1. https://www.yelp.com/search?find_desc=Dentist+Reviews&find...Las+Vegas%2C... ▾
Ad Patrick A Simone DDS. 9 reviews. General Dentistry, Cosmetic Dentists. Pearly Whites Family Dentistry. 103 reviews. Bella Smiles. 118 reviews. Ronald R Marshall, DDS. 15 reviews. Nevada Trails Dental. 31 reviews. Alan L Ozaki, DDS. 24 reviews. Precision Dental. 71 reviews. Green Valley Modern Dentistry. 90 reviews.

Absolute Dental: Safe, Affordable Las Vegas Dentists

2. <https://www.absolutedental.com/> ▾
With 20 dentist offices in Las Vegas, Absolute Dental specializes in general, cosmetic, pediatrics and orthodontics. The most affordable dentists in Nevada.

Las Vegas Dentist | Sahara Dental – Orthodontist, Dental Implants ...

3. www.saharadental.com/ ▾
At Sahara Dental in Las Vegas, we take a health-based approach to dentistry because the health of your teeth and gums can affect the health of the rest of your ...

Boston Dental Group: Las Vegas Dentists

4. <https://www.bostondentalgroup.com/> ▾
Call 702.388.8888, for the very best Dentists with locations throughout the Las Vegas valley & beyond offering teeth whitening, cosmetic & family dentistry, ...

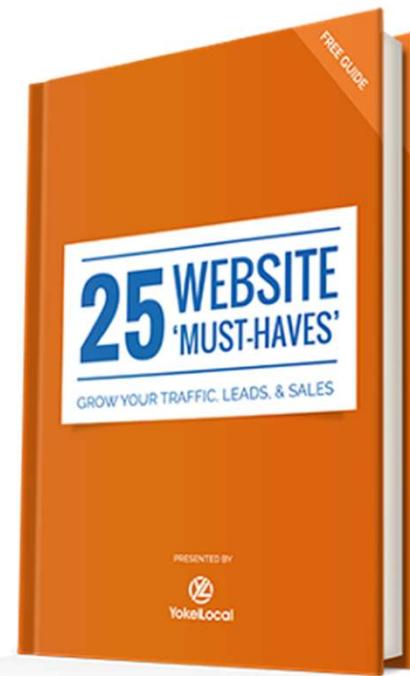
Dentist Las Vegas Dental Group Call 702-323-0820

5. www.lasvegasdentalgroup.com/ ▾
Las Vegas Dentist providing General & Cosmetic Dentistry, Dental Implants, Dentures, Emergency Dental Care, Onsite Labs. Call Las Vegas Dental Group ...

125,000 ABBEY DENTAL happy patients @ Abbey Dental : Abbey ...

6. abbeydental.com/ ▾
Schedule your appointment: 702-567-1111. The premier choice for preventive, restorative, and cosmetic dental care in all of Las Vegas.

25 Website Must Haves



<http://offers.yokelocal.com/25-website-must-haves>

9 Local SEO Strategies



<http://offers.yokellocal.com/local-seo-strategies-free-download>



What Facebook Knows

The social network gathers all sorts of data from its users, such as age, friends and interests, but it also collects information outside its website.



Source: the company

The Wall Street Journal

Facebook Targeting Tips

<https://blog.yokellocal.com/6-facebook-ad-targeting-tips>



KEY #3

HOW WILL I CONVERT VISITORS TO ENGAGED LEADS?



CONVERTING VISITS TO LEADS

**Website visits alone are not enough to
bring success.**

How will we get our website visitors to
raise their hands and become leads?



Turn Your Website Visitors into Sales with Our 6-Step Inbound Marketing Playbook + Free E-Course

Quit Wasting Money by Implementing a Winning Strategy for 2017

Experience substantial business growth by developing a gameplan geared at targeting the right audience for your company.

This **one-page playbook + free e-course** will introduce you to concepts that:

- Help you find your ideal customers
- Help those ideal customers find you online
- Help you build customer relationships and scale business growth



Download the 1-Page Playbook

First Name*

Last Name*

Email*

Company Name*

Website URL*

Marketing Challenges

- Please Select -

[Download Now](#)

If you have a marketing-related concern that has been on your mind lately, [subscribe to our blog](#) and [#AskYokelLocal](#).



Sales or Support: (800) 255-1000

BLOG

FREE STRATEGIES

TakeLocal



Free Download: 6 Steps To Turn More Website Visitors Into Sales In 2017

Download our 1-page outline and learn a 6-step process that works. Bonus e-course included.

[DOWNLOAD NOW](#)

MORE
ACCELERATE YOUR ONLINE MARKETING RESULTS
ADEMY

LAS VEGAS, NV | JULY 26, 2017

[LEARN MORE](#)



KEY #4

HOW CAN I USE EDUCATION TO NURTURE
THEM THROUGH THE SALES PROCESS?



A always
B be
C closing

A alter
I int
d
A a



AUTOMATED NURTURING

**When a visitor becomes a lead, they
are not always ready to buy yet.**

How can we use education to nurture
them through to the bottom of the funnel.

^{Sales} Mindset

- 1 Like
- 2 Know
- 3 Trust

GET MORE
CUSTOMERS
ACADEMY

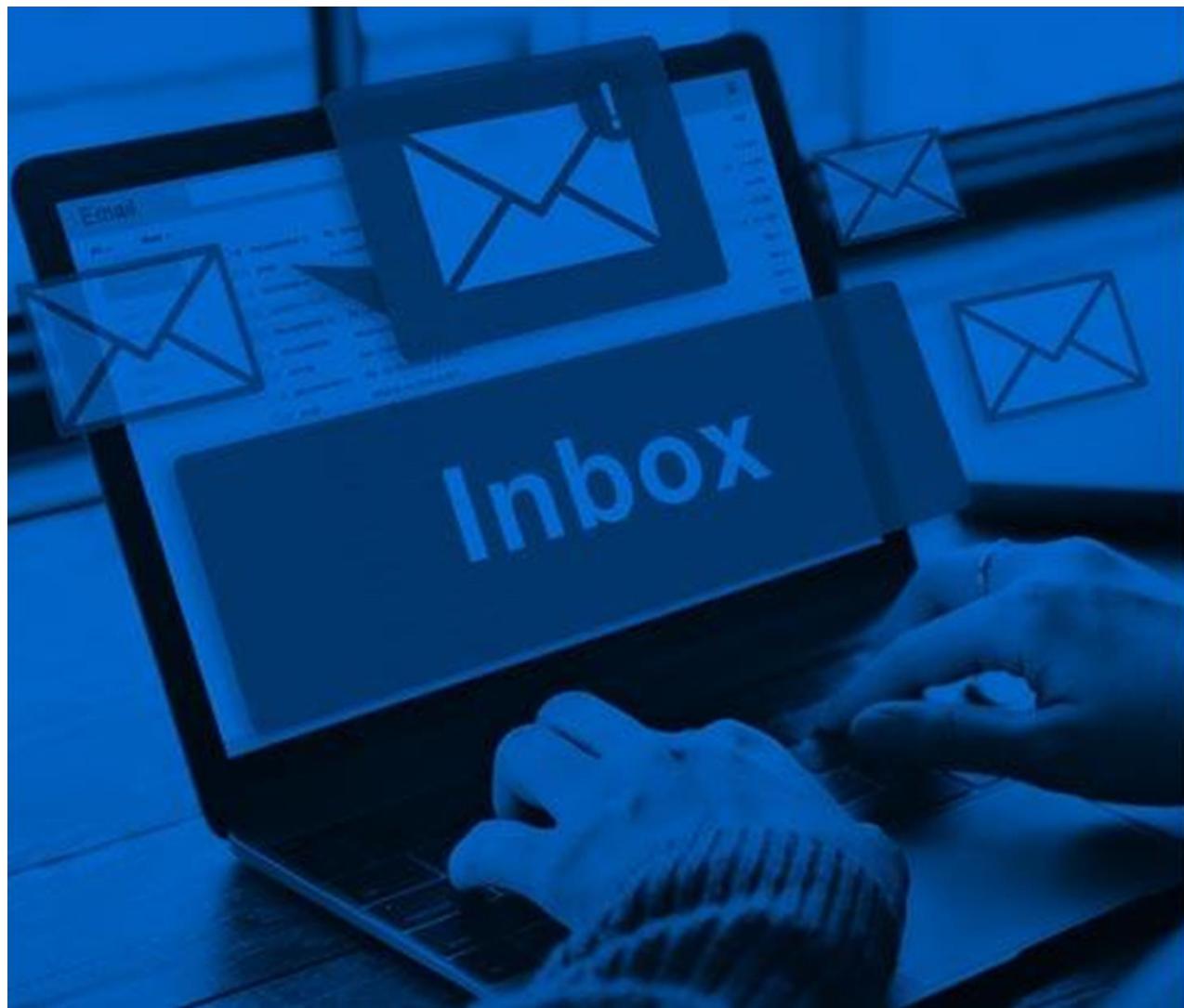


New Mindset

1 Remove all the questions

2 Remove all the concerns

3 Remove all the roadblocks



How To

Convert Leads Into Sales

Using

Email Marketing

How To Convert Leads Into Sales Using Email Marketing

<https://blog.yokellocal.com/convert-leads-to-sales-using-email-marketing>



KEY #5

HOW WILL I INCREASE THE LIFETIME VALUE OF EVERY CUSTOMER?



CUSTOMER DELIGHT

Your goals isn't a one time sale.

How will I get customers to purchase
again and tell their friends?

7X

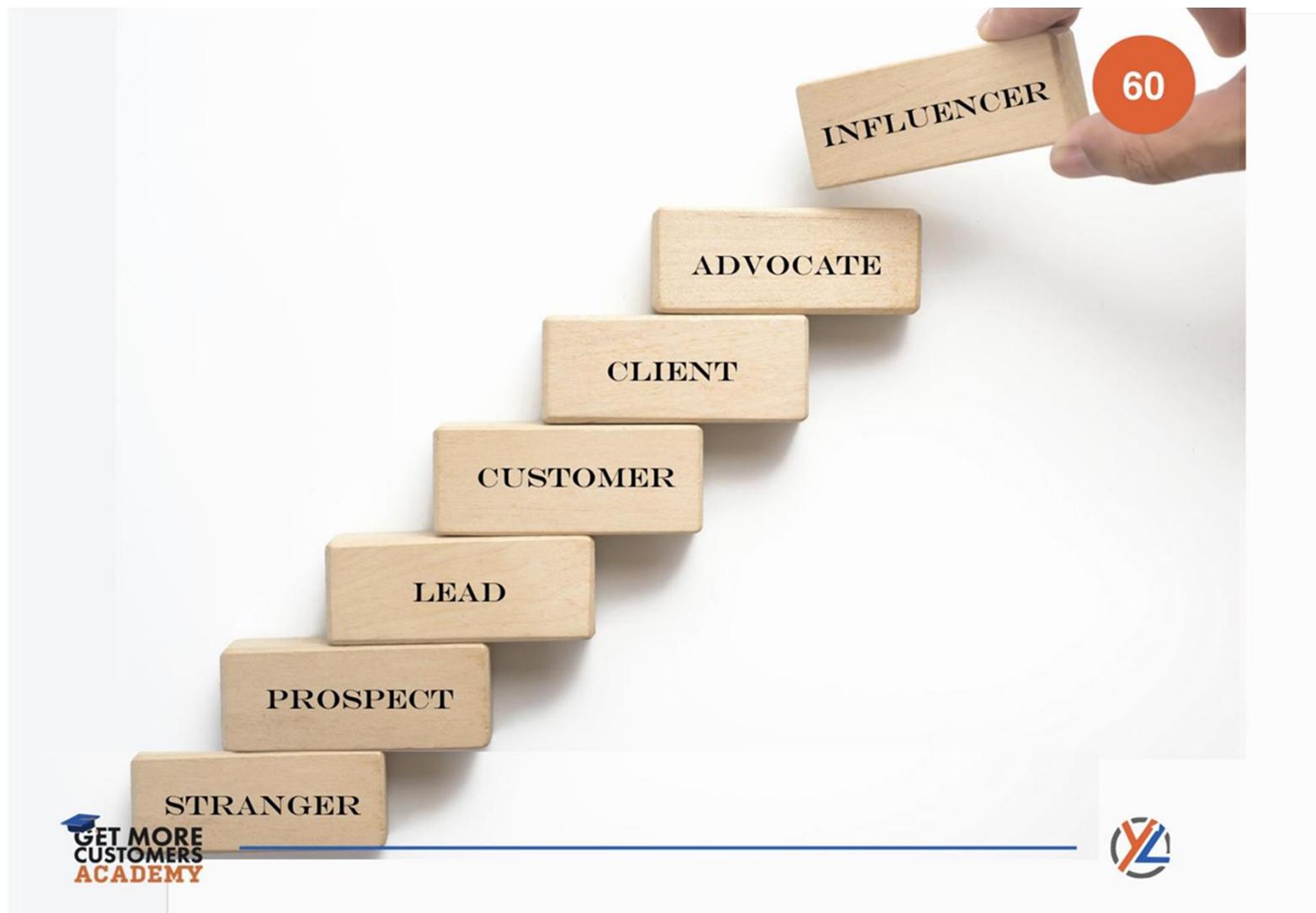
**More expensive to obtain a new
customer vs. retaining an existing one.**

Source: Bain and Company

CUSTOMER SATISFACTION



Customer Relationship Management





KEY #6

HOW CAN I BUILD A SUSTAINABLE SYSTEM
THAT SCALES EFFECTIVELY OVER TIME?



SCALING FOR GROWTH

If you have to do it, you don't have a business; you have a job.

You must build a growth engine that continues to attract, convert, and close new business.

now
hiring

must have a clue

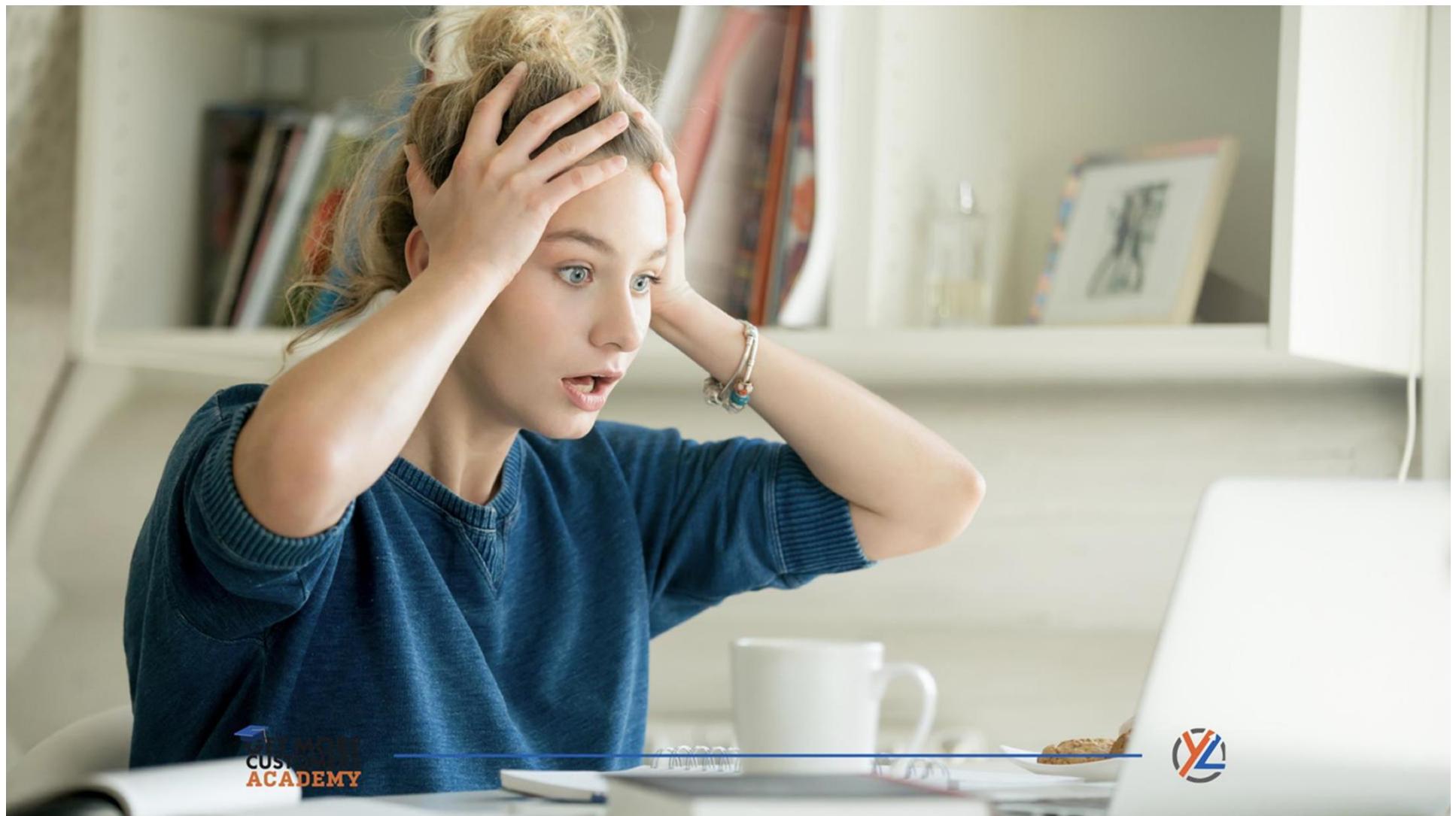


GET MORE
CUSTOMERS
ACADEMY

Marketing Manager







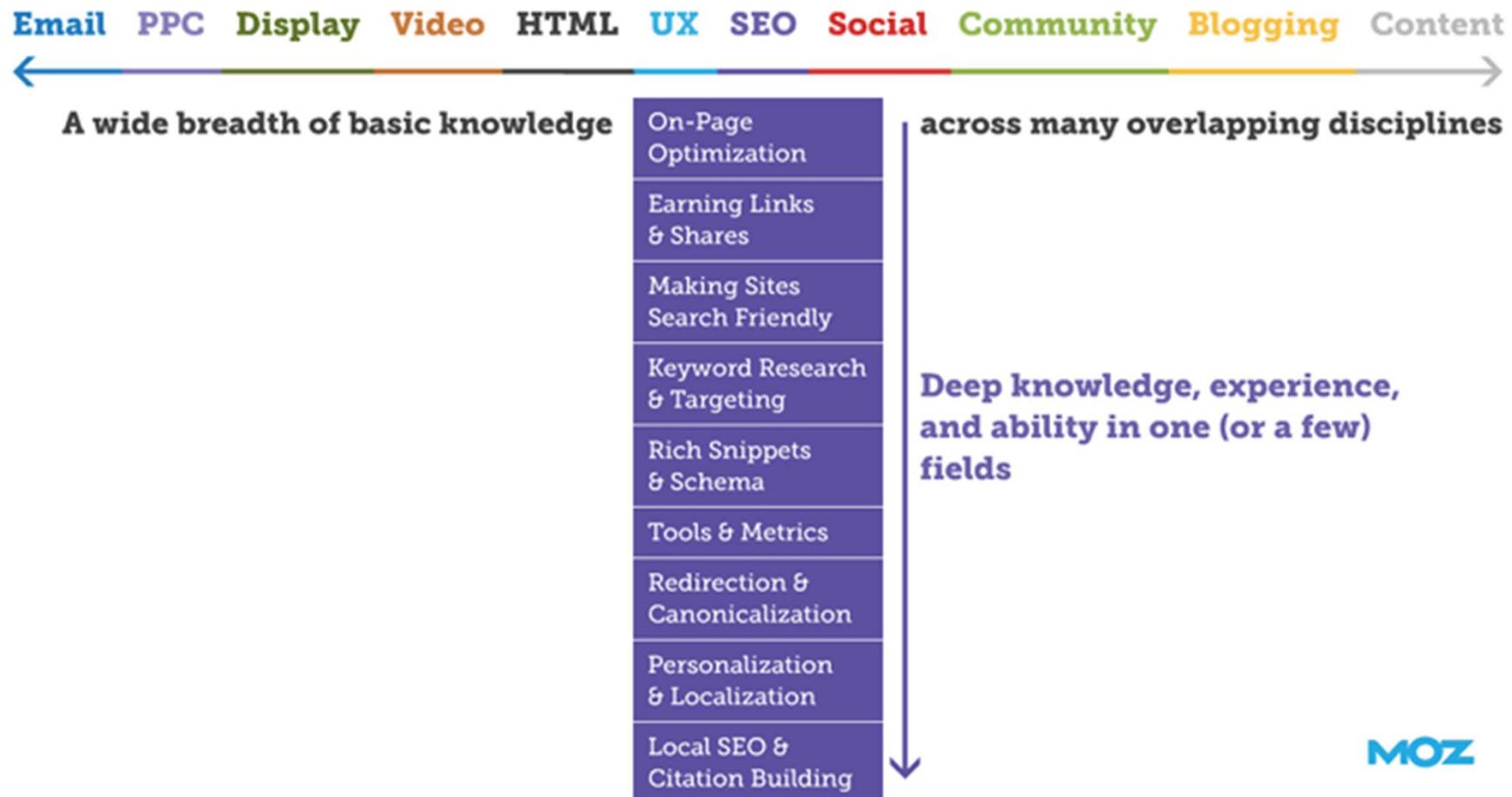
CUS ACADEMY



		SEO Manager National Avg \$61,933
SEO Strategist National Avg \$59,812	\$61,933 \$59,812 \$68,000 \$47,190 \$71,120 \$54,978 \$38,100 \$32,000 \$37,620 Total \$470,753	SEO Specialist National Avg \$37,620
Content Marketing Manager National Avg \$68,000		Content Writer National Avg \$32,000
Social Media Manager National Avg \$47,190		Social Media Specialist National Avg \$38,100
SEM Manager National Avg \$71,120		Webmaster National Avg \$54,978



The T-Shaped Web Marketer



MOZ





OUTSOURCING



RECAP



RECAP

Digital Marketing: 6 Secrets To Quick Business Growth

1. Buyer Personas
2. Attracting New Visitors
3. Converting Visits To Leads
4. Turn Leads To Sales w/Automated Nurturing
5. Customer Delight To Increase Lifetime Value
6. Scaling For Growth

YOKELLOCAL.COM/APPLY



YokelLocal



DECEMBER 6TH, 2017
8:00 am - 6:00 pm, Las Vegas, Nevada

YokeLocal PRESENTS

GET MORE CUSTOMERS ACADEMY LIVE

www.yokelocal.com/academy





“Event was beyond Amazing. Stormie, I want to thank you, Darrell and your entire team at Yokel Local for the most motivating and information packed event I can recall attending (and I’ve been in sales for 40 yrs). Not only were the speakers fantastic, but all the tools you gave us for FREE blew our minds. I’m looking very forward to ur 8 week follow up sessions too. Again, Thank you, thank you, thank you!!! -Ellie Morris

GET MORE CUSTOMERS
ACADEMY

 **YokelLocal**

#MYAHHAMOMENT

**"Don't sell to your customers --
develop value and information
they can use so that they know
you're the expert."**

GET MORE CUSTOMERS
ACADEMY

 **YokeLocal**



“Thanks for a great presentation today. You and your team exceeded all expectations. All seminars should be this well done, from logistics, to content, to presenters. Your love of what you do and your sincere desire to be of service was openly on display. We are looking forward to working with you for the next 8 weeks.” - Phillip Cohen

GET MORE CUSTOMERS
ACADEMY

 **YokeLocal**

#MYAHHAMOMENT

**“Build a persona for each
of your customers; it's
impossible to group them
all into one type.”**

GET MORE CUSTOMERS
ACADEMY

 **YokeLocal**





















*Save 50% Now With Early-Bird Pricing

EVENT TICKET

\$ 197

Early-Bird General Admission Pricing

After Nov 6th, General Admission is \$397

Bonus Material Includes

Inbound Marketing Game Plan Blueprint (\$197 Value)

37 Steps To Creating A Blog Post That Converts Guide (\$97 Value)

Website Optimization Guide (\$47 Value)

Social Media Prospecting Guide (\$47 Value)

Google 1st Page Ranking Guide (\$47 Value)

VIP TICKETS

\$ 297

Early-Bird VIP Admission Pricing

After Nov 6th, VIP Admission is \$597

The VIP Experience

Everything included in Regular ticket

Reserved VIP Seating

Full Event Recording Access (\$197 Value)

One on One Private Strategy Consultation (\$497 Value)

Private VIP Dinner (Priceless)



QUESTIONS



YokeLocal

YOKELLOCAL.COM/APPLY



YokelLocal

DECEMBER 6TH, 2017
8:00 am - 6:00 pm, Las Vegas, Nevada

YokeLocal PRESENTS

GET MORE CUSTOMERS ACADEMY LIVE

www.yokelocal.com/academy



*Save 50% Now With Early-Bird Pricing

EVENT TICKET

\$ 197

Early-Bird General Admission Pricing

After Nov 6th, General Admission is \$397

Bonus Material Includes

Inbound Marketing Game Plan Blueprint (\$197 Value)

37 Steps To Creating A Blog Post That Converts Guide (\$97 Value)

Website Optimization Guide (\$47 Value)

Social Media Prospecting Guide (\$47 Value)

Google 1st Page Ranking Guide (\$47 Value)

VIP TICKETS

\$ 297

Early-Bird VIP Admission Pricing

After Nov 6th, VIP Admission is \$597

The VIP Experience

Everything included in Regular ticket

Reserved VIP Seating

Full Event Recording Access (\$197 Value)

One on One Private Strategy Consultation (\$497 Value)

Private VIP Dinner (Priceless)



THANK YOU!

Darrell Evans, Co-founder
Yokel Local Internet Marketing
www.YokelLocal.com
darrell@yokellocalmarketing.com

www.linkedin.com/in/darrellevans/
twitter.com/darrell_evans
fb.com/darrellevansfan

