



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

Presented by: Darrell Evans, Co-founder



YokeiLocal

WHO AM I?

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



OUR MISSION

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



YokeiLocal

WHO ARE WE?









Find pizza, food delivery, cheap eats

Near Las Vegas, NV, US



Sign Up

🍴 Restaurants

🍷 Nightlife

🔧 Home Services

Write a Review

Events

Talk

Log In

Yokel Local Internet Marketing

✓ Claimed

★★★★★ 15 reviews

Details

Marketing, Web Design, Advertising

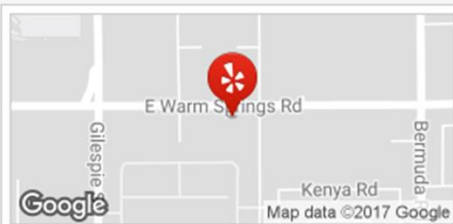
Edit

★ Write a Review

Add Photo

Share

Bookmark



285 E Warm Springs Rd
Ste 104
Las Vegas, NV 89119
Southeast

Edit

Get Directions

(702) 331-3331

yokellocal.com

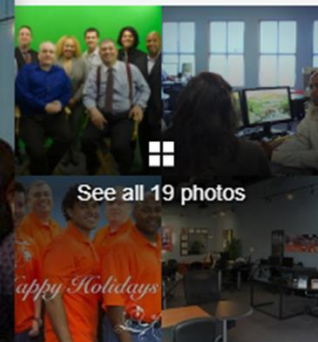
Request a quote

Replies in about 3 hours • 100% response rate

Send to your Phone



Photo of Yokel Local Internet Marketing
- Las Vegas, NV, United States



See all 19 photos



"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.yokelloocal.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.yokelloocal.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.yokelloocal.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.yokelloocal.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



Yokel Local Internet Marketing Inc ★

4.9 ★★★★★ 25 Google reviews

Internet marketing services in the Clark County, Nevada

Website Directions

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 Send

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."

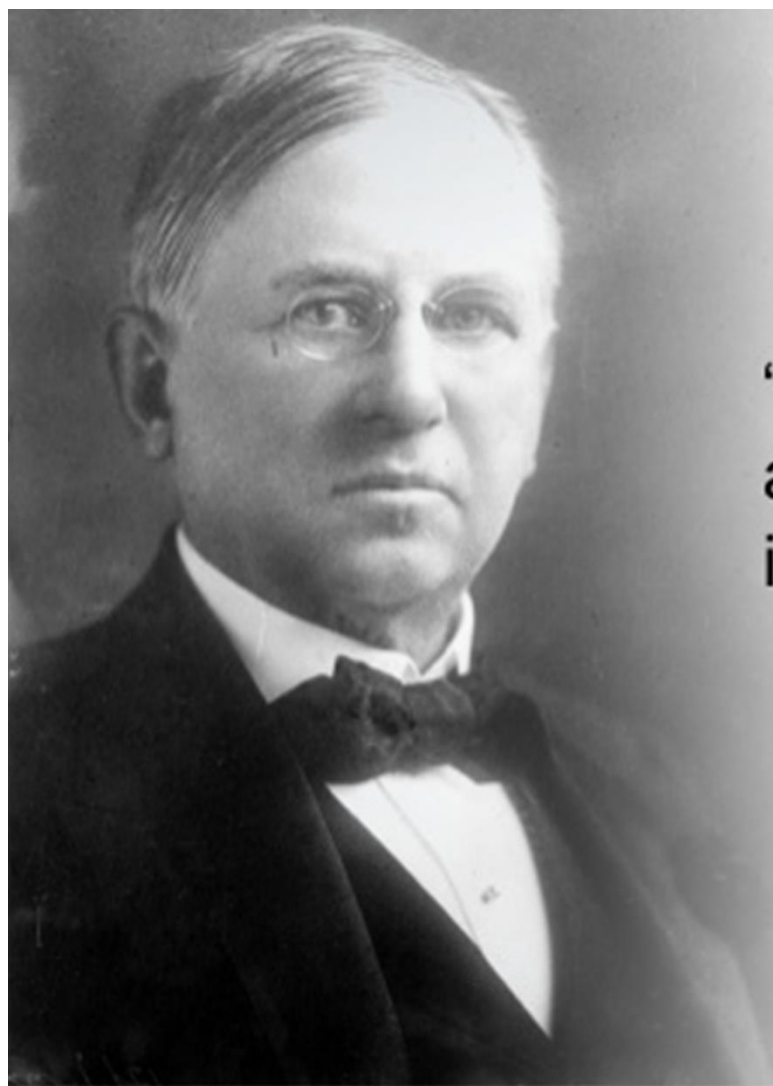
THE BOTTOM LINE



2 Ground Rules

1.6

Expect a
breakthrough






“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	Goal Completions	Goal Value
118.19%  8.14% vs 3.73%	187.31%  1,290 vs 449	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%



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%

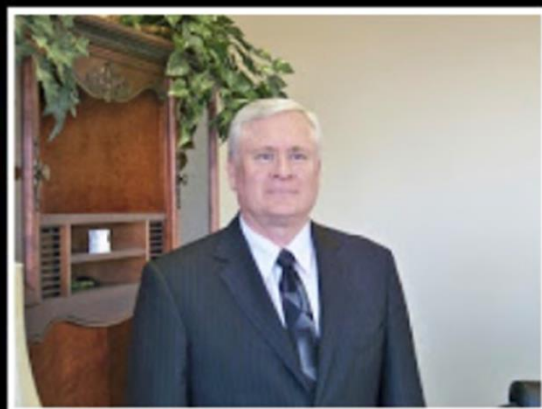
Increase
in Leads

392%

Increase
Lead Value

426%

Increase
Phone
Calls



Bruce

Attorney At Law

30

Leads
Per Month

From 1-2 Leads Per Week To 3 Leads Per Day: Yokel Loc... ⌚ ➦

CASE STUDY

Local Photographer
Triples Average
Daily Leads and Grows
Business by 158%



YokelLocal

158%

Business
Growth

7X

Increase in
Leads

84

Leads per
Month

**THE
BUYER'S
JOURNEY
HAS
CHANGED
FOREVER**



DOUGLAS CNTY

ACTIVE									
#26995	Add. 9031 W 1ST RD Y				City: GORDON				
Area: 59	24.2 Bdrms: 2		Baths: 1	Ptchs: 0	Style: 1 STORY	\$9,000			
Ln#	4	5	6	7	8	9	10	11	12
Ln#	15412	15413	15414	15415	15416	15417	15418	15419	15420
Ln#	15421	15422	15423	15424	15425	15426	15427	15428	15429
Ln#	15430	15431	15432	15433	15434	15435	15436	15437	15438
Ln#	15439	15440	15441	15442	15443	15444	15445	15446	15447
Ln#	15448	15449	15450	15451	15452	15453	15454	15455	15456
Ln#	15457	15458	15459	15460	15461	15462	15463	15464	15465
Ln#	15466	15467	15468	15469	15470	15471	15472	15473	15474
Ln#	15475	15476	15477	15478	15479	15480	15481	15482	15483
Ln#	15484	15485	15486	15487	15488	15489	15490	15491	15492
Ln#	15493	15494	15495	15496	15497	15498	15499	15500	15501
Ln#	15502	15503	15504	15505	15506	15507	15508	15509	15510
Ln#	15511	15512	15513	15514	15515	15516	15517	15518	15519
Ln#	15520	15521	15522	15523	15524	15525	15526	15527	15528
Ln#	15529	15530	15531	15532	15533	15534	15535	15536	15537
Ln#	15538	15539	15540	15541	15542	15543	15544	15545	15546
Ln#	15547	15548	15549	15550	15551	15552	15553	15554	15555
Ln#	15556	15557	15558	15559	15560	15561	15562	15563	15564
Ln#	15565	15566	15567	15568	15569	15570	15571	15572	15573
Ln#	15574	15575	15576	15577	15578	15579	15580	15581	15582
Ln#	15583	15584	15585	15586	15587	15588	15589	15590	15591
Ln#	15592	15593	15594	15595	15596	15597	15598	15599	15600
Ln#	15601	15602	15603	15604	15605	15606	15607	15608	15609
Ln#	15610	15611	15612	15613	15614	15615	15616	15617	15618
Ln#	15619	15620	15621	15622	15623	15624	15625	15626	15627
Ln#	15628	15629	15630	15631	15632	15633	15634	15635	15636
Ln#	15637	15638	15639	15640	15641	15642	15643	15644	15645
Ln#	15646	15647	15648	15649	15650	15651	15652	15653	15654
Ln#	15655	15656	15657	15658	15659	15660	15661	15662	15663
Ln#	15664	15665	15666	15667	15668	15669	15670	15671	15672
Ln#	15673	15674	15675	15676	15677	15678	15679	15680	15681
Ln#	15682	15683	15684	15685	15686	15687	15688	15689	15690
Ln#	15691	15692	15693	15694	15695	15696	15697	15698	15699
Ln#	15700	15701	15702	15703	15704	15705	15706	15707	15708
Ln#	15709	15710	15711	15712	15713	15714			

[illegible]

252

Northwestern Wisconsin MLS Bk2 Vol: 06 3/2

19	44	1435	212	STANLEY RD	City: HIGHLAND	County: ST. LOUIS	\$119,500
20	14	212	2	Bedrooms	2 Baths:	1	Garage
21	19	1	1	1/2	Garage	1	1
22	19	1	1	1/2	Garage	1	1
23	19	1	1	1/2	Garage	1	1
24	19	1	1	1/2	Garage	1	1
25	19	1	1	1/2	Garage	1	1
26	19	1	1	1/2	Garage	1	1
27	19	1	1	1/2	Garage	1	1
28	19	1	1	1/2	Garage	1	1
29	19	1	1	1/2	Garage	1	1
30	19	1	1	1/2	Garage	1	1
31	19	1	1	1/2	Garage	1	1
32	19	1	1	1/2	Garage	1	1
33	19	1	1	1/2	Garage	1	1
34	19	1	1	1/2	Garage	1	1
35	19	1	1	1/2	Garage	1	1
36	19	1	1	1/2	Garage	1	1
37	19	1	1	1/2	Garage	1	1
38	19	1	1	1/2	Garage	1	1
39	19	1	1	1/2	Garage	1	1
40	19	1	1	1/2	Garage	1	1
41	19	1	1	1/2	Garage	1	1
42	19	1	1	1/2	Garage	1	1
43	19	1	1	1/2	Garage	1	1
44	19	1	1	1/2	Garage	1	1
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59	19	1	1	1/2	Garage	1	1
60	19	1	1	1/2	Garage	1	1
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62	19	1	1	1/2	Garage	1	1
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65	19	1	1	1/2	Garage	1	1
66	19	1	1	1/2	Garage	1	1
67	19	1	1	1/2	Garage	1	1
68	19	1	1	1/2	Garage	1	1
69	19	1	1	1/2	Garage	1	1
70	19	1	1	1/2	Garage	1	1
71	19	1	1	1/2	Garage	1	1
72	19	1	1	1/2	Garage	1	1
73	19	1	1	1/2	Garage	1	1
74	19	1	1	1/2	Garage	1	1
75	19	1	1	1/2	Garage	1	1
76	19	1	1	1/2	Garage	1	1
77	19	1	1	1/2	Garage	1	1
78	19	1	1	1/2	Garage		

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Western Wisconsin MLS Bk2 Vol: 06 3/21/2001

Find the right home and
the right neighborhood

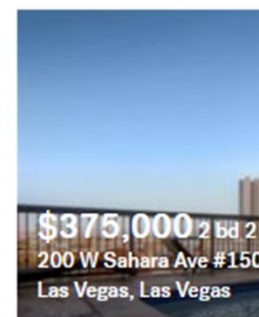
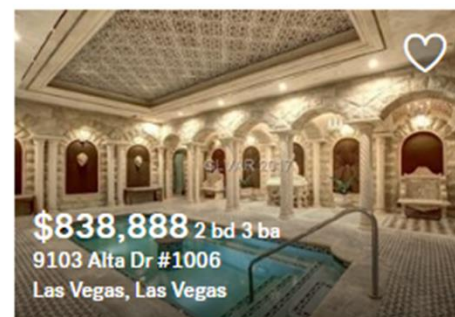
Buy ▾ Search by Neighborhood, City, Zip, or Address

Search



Homes with Pools

Las Vegas, NV



New Construction

[Buy](#)[Rent](#)[Sell](#)[Mortgages](#)[Agent finder](#)[Home design](#)[More](#)[List y](#)

● Listing Type ▾

Any Price ▾

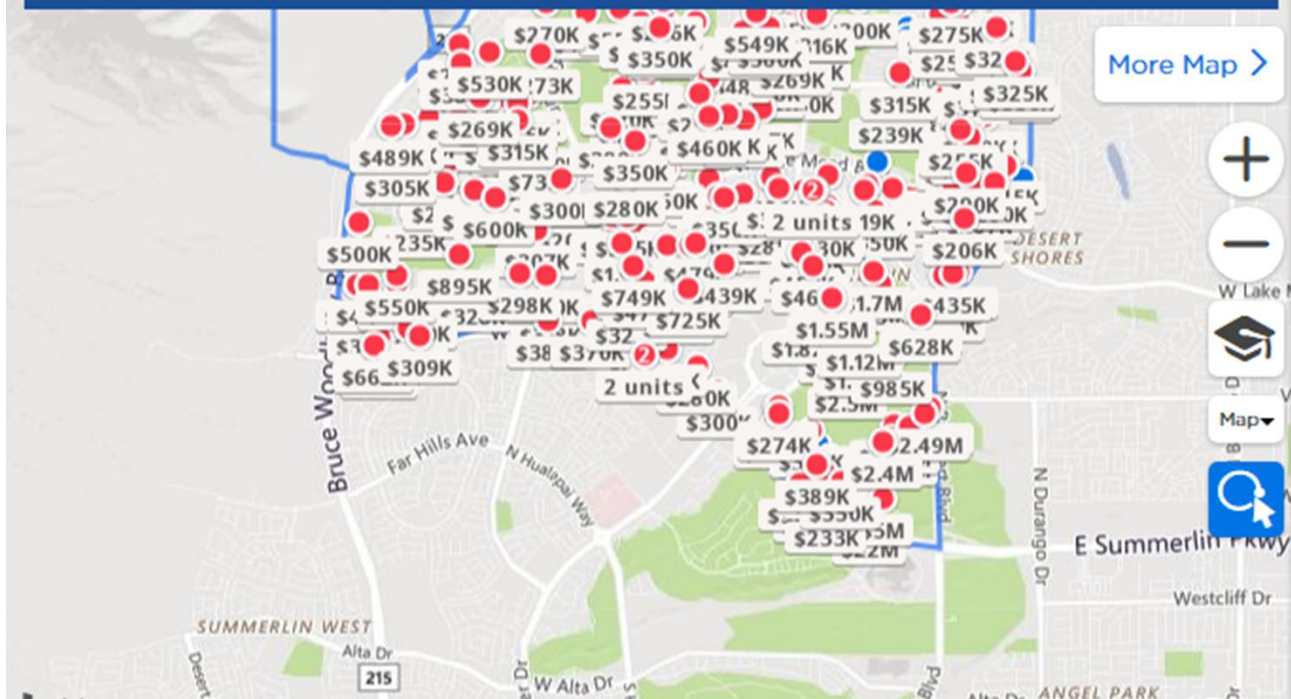
0+ Beds ▾

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](#)

89134 Real Estate

248 hom

[Homes for You](#)[Newest](#)[Cheapest](#)[Video walkthrough](#)**HOUSE FOR SALE****\$295,000** 3 bds · 2 ba · 1,807 sq...

2276 Black Pine Dr, Las Vegas, NV

Realty ONE Group, Inc

Sponsored[Watch video](#)

Turn Scared into Secured
Keep boogymen at bay w/ Cox
Homelife24/7 professional
monitoring.





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

<https://blog.yokelloocal.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



YokeLocal



NEW & INTERESTING FINDS ON AMAZON

EXPLORE



amazon
Try Prime

All ▾



Departments ▾

Your Amazon.com

Today's Deals

Gift Cards & Registry

Sell

Help

EN
EN


Hello. Sign in
Account &

Bright ideas
for your bedroom
home



Explore Amazon [Shop all departments](#)





UBER

Sign Up to Ride

Safe, reliable rides in minutes

First name



Last name

+1 (201) 555-5555



Email



Password



[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](#)

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](#)

Airbnb

Book unique homes and
experience a city like a local.

Where Anywhere	When Anytime	Guests 1 guest ▾	Search
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[FOR YOU](#)[HOMES](#)[EXPERIENCES](#)[RESTAURANTS](#)

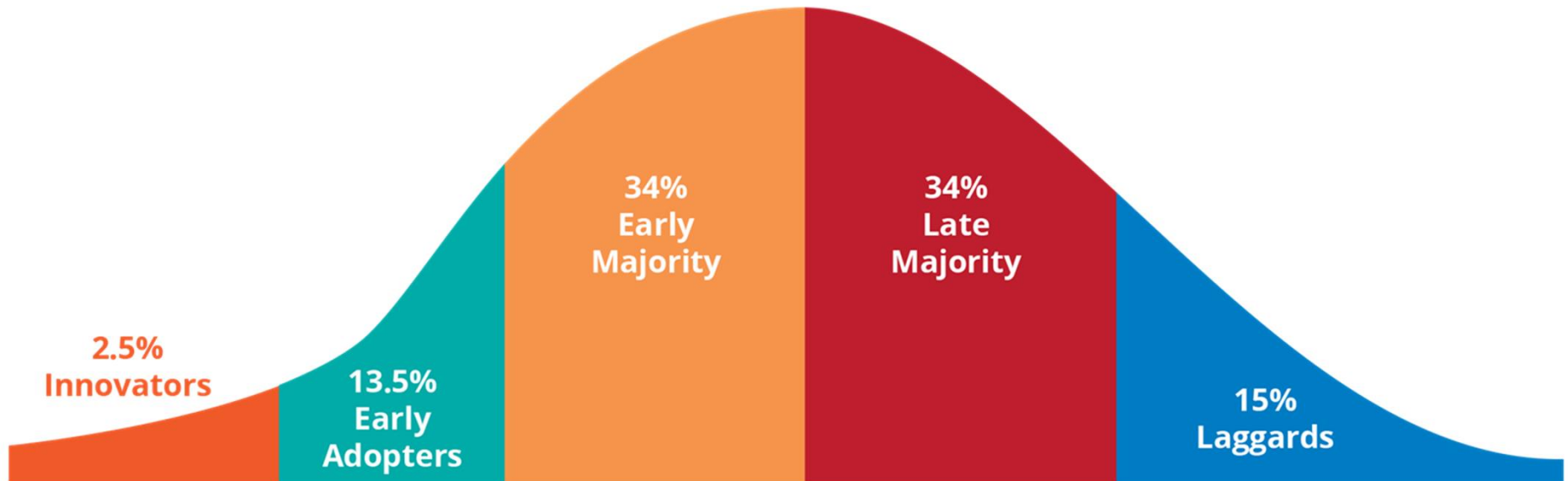
**YOUR INDUSTRY IS
BEING DISRUPTED!**

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



YokeiLocal

Diffusion of Innovation



[Mail](#) [Images](#)

Google



Google Search

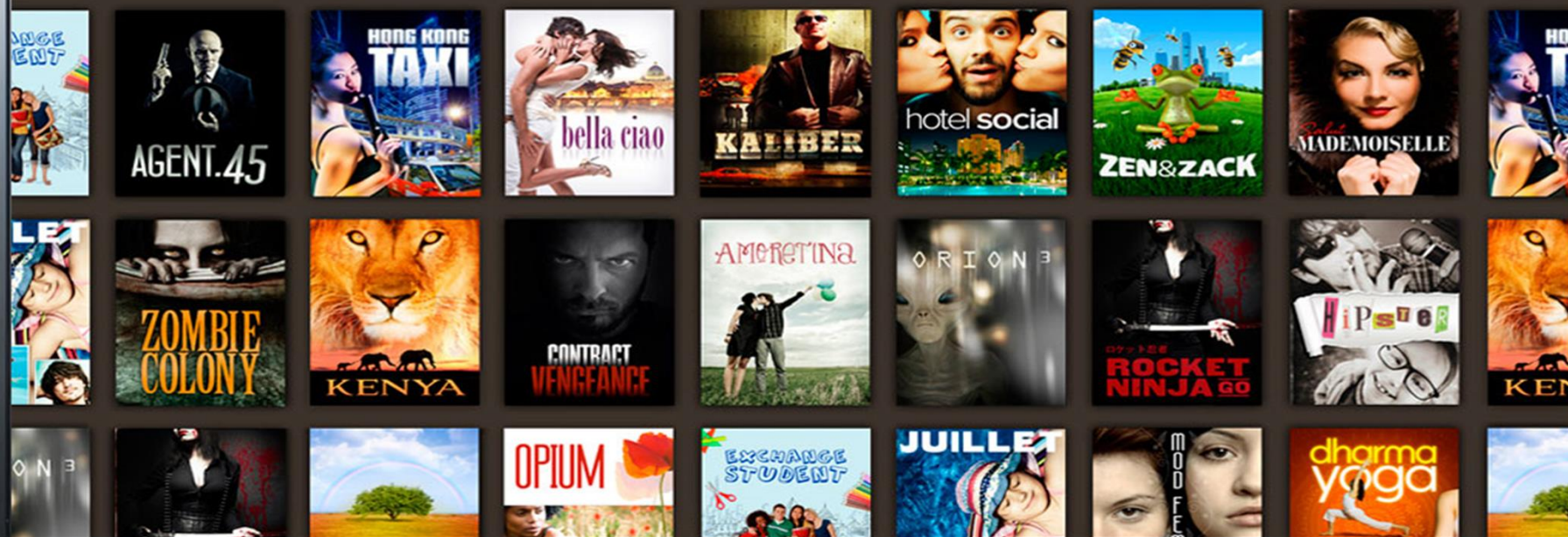
I'm Feeling Lucky







NETFLIX



LG

[illegible]



Source: Empathetic Technologies

INBOUND VS OUTBOUND



CREATED BY WAYPOST MARKETING

**“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?

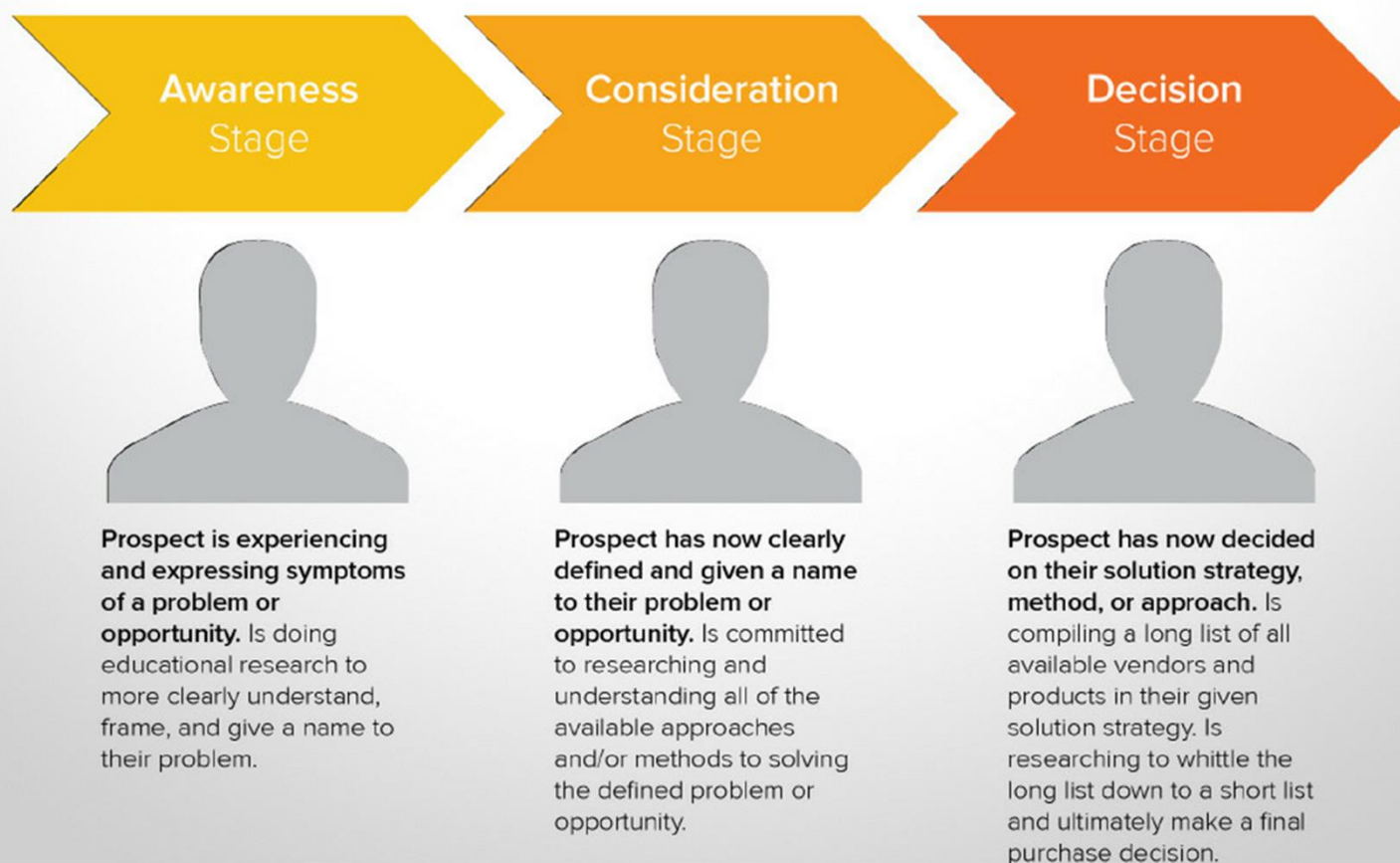


ATTRACTING WEBSITE VISITORS

**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



Google AdWords



Advertise your business on Google

No matter what your budget, you can display your ads on Google and 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.dentistsofpringvalley.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/

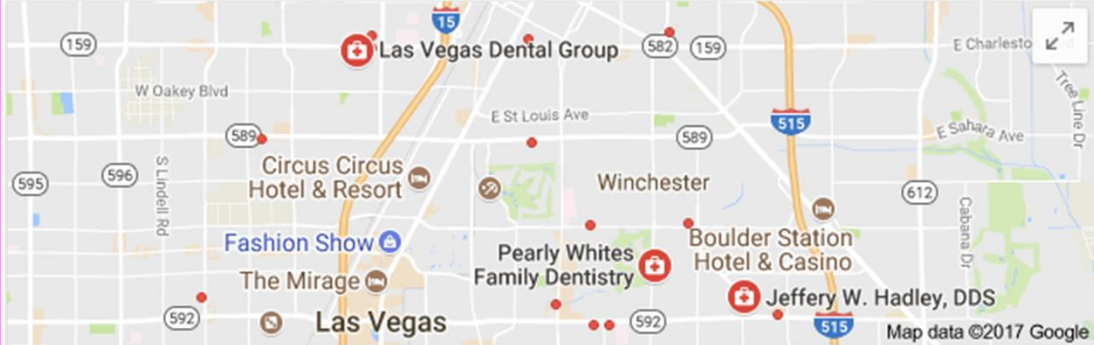
Flexible Payment Plans Available! Call For An Appointment Today.

ALL GOOGLE ADS

How Google Adwords Works







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


SEO



A map of Las Vegas, Nevada, showing several dental locations marked with red location pins. The locations are: Las Vegas Dental Group (top center), Pearly Whites Family Dentistry (center), and Jeffery W. Hadley, DDS (bottom right). Other landmarks visible include the Circus Circus Hotel & Resort, The Mirage, and the Boulder Station Hotel & Casino. Major highways like I-15 and I-515 are shown. The map data is from 2017.

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

Best Dentist reviews in Las Vegas, NV - Yelp

1. https://www.yelp.com/search?find_desc=Dentist+Reviews&find_loc=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** ...

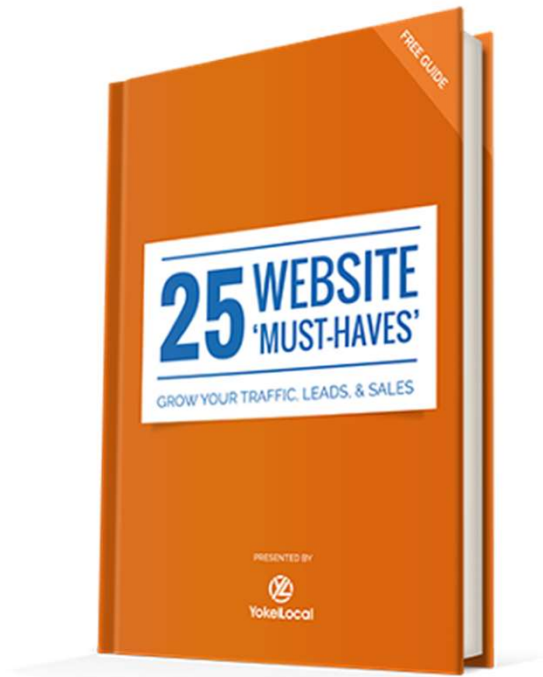
125,000 ABBEY DENTAL happy patients @ Abbey Dental : Abbey ...

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

BIG BRANDS

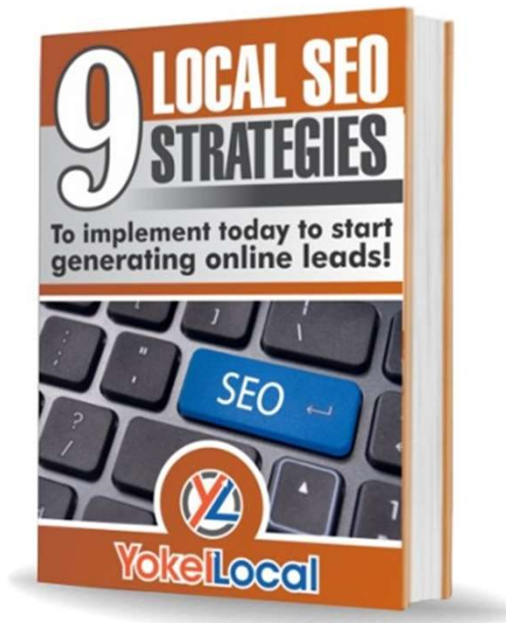


25 Website Must Haves

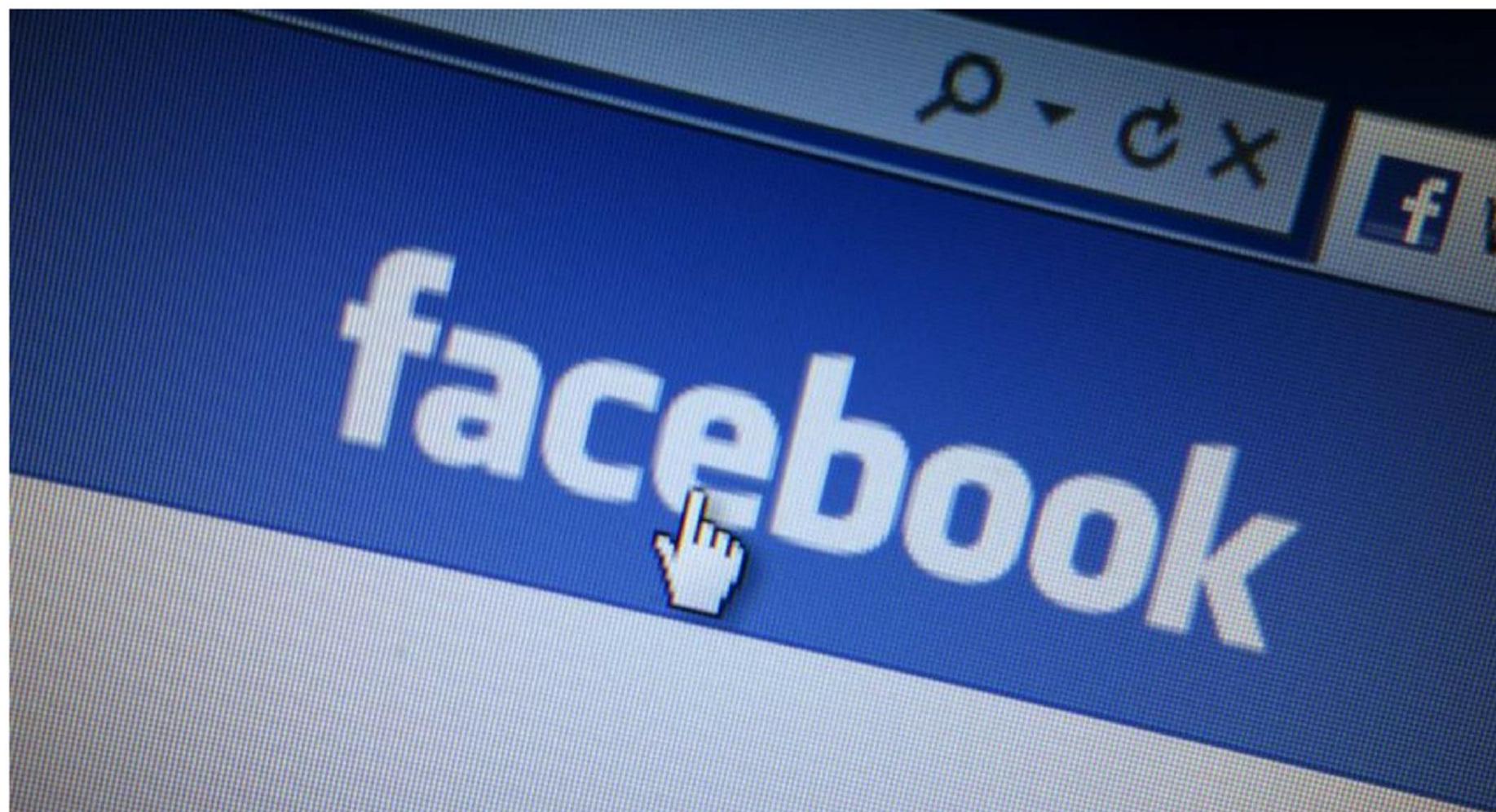


<http://offers.yokellocal.com/25-website-must-haves>

9 Local SEO Strategies



<http://offers.yokelocal.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.yokellokal.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?

Awareness
Stage

Consideration
Stage

Decision
Stage

Free Whitepaper
Free Guides & Tip-Sheets
Free eBooks
Free Checklists
Free Videos
Free Kits (combo of
above)

Free Webinars
Case Studies
Free Sample
Product Spec Sheets
Catalogs

Free Trials
Demos
Free Consultations
Estimates or Quotes
Coupons

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

[Download Now](#)

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



6-Step Inbound Marketing PLAYBOOK

**TURN YOUR
WEBSITE VISITORS
INTO SALES**

[CLICK HERE TO DOWNLOAD](#)

Sales or Support: (800) 858-8585

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BLOG

FREE STRATEGIES



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 ONLINE MARKETING ACADEMY
ACCELERATE YOUR ONLINE MARKETING RESULTS

LAS VEGAS, NV | JULY 26, 2017

LEARN MORE

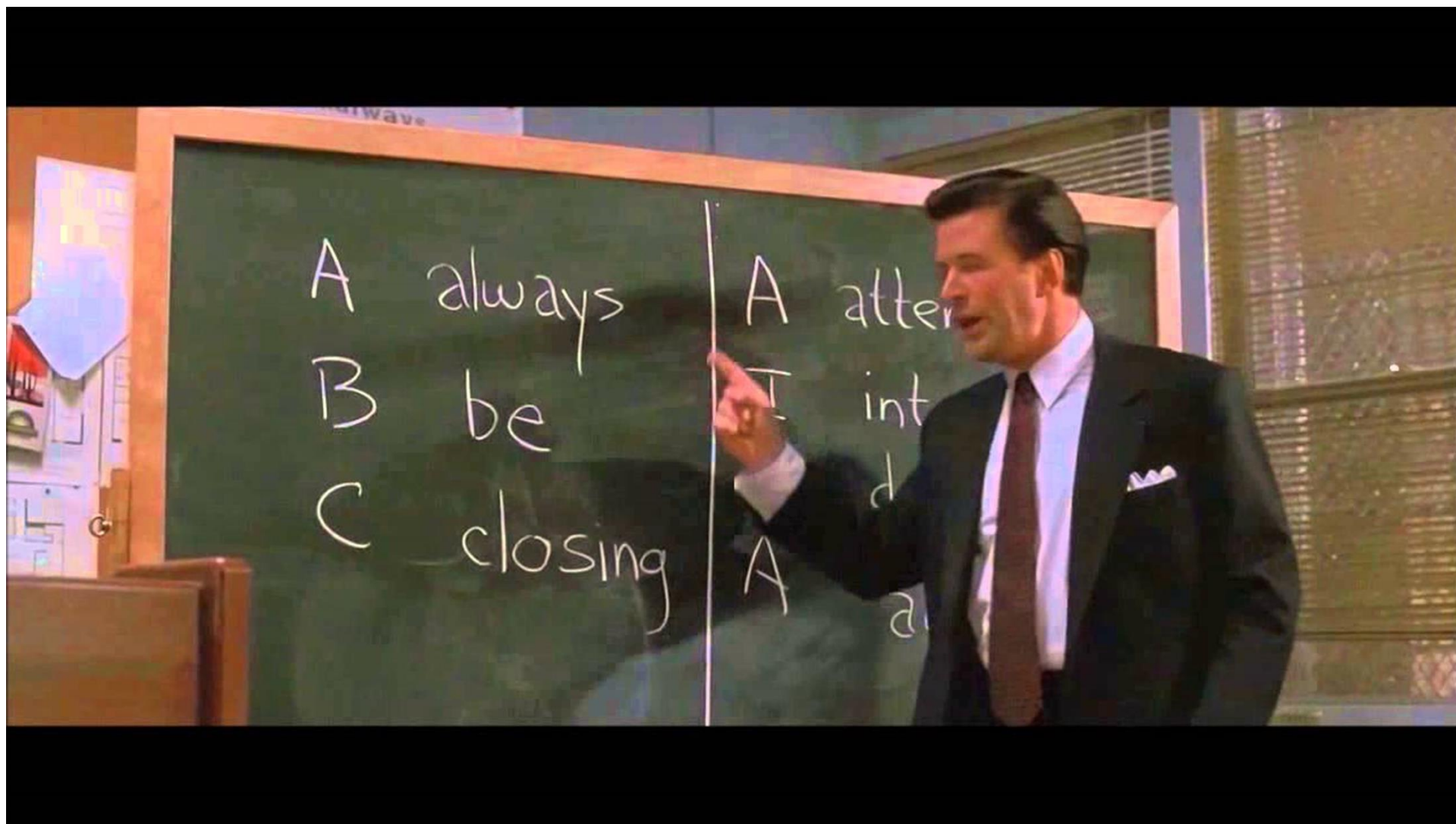


KEY #4



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





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

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 goal 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.**

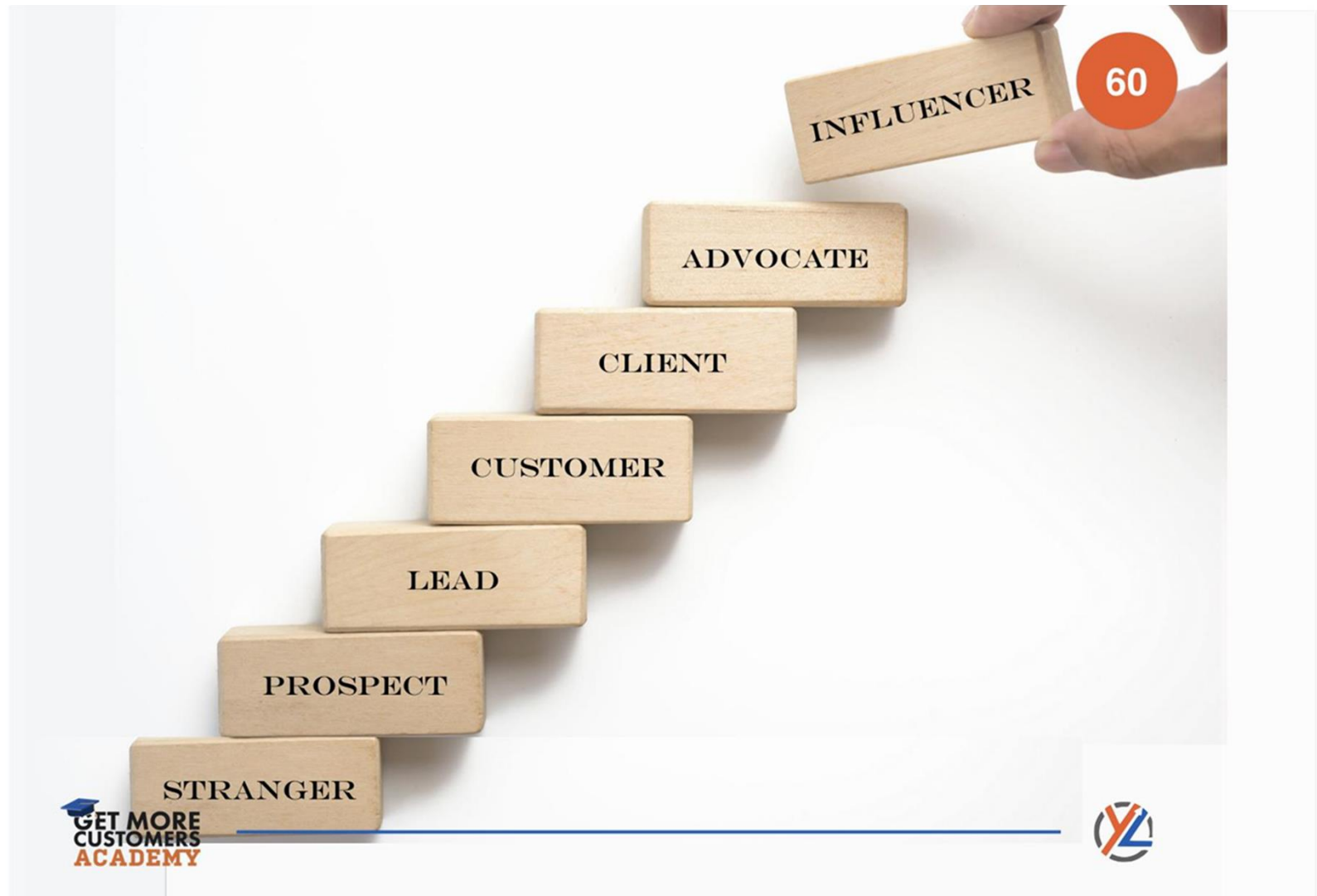
Source: Bain and Company

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



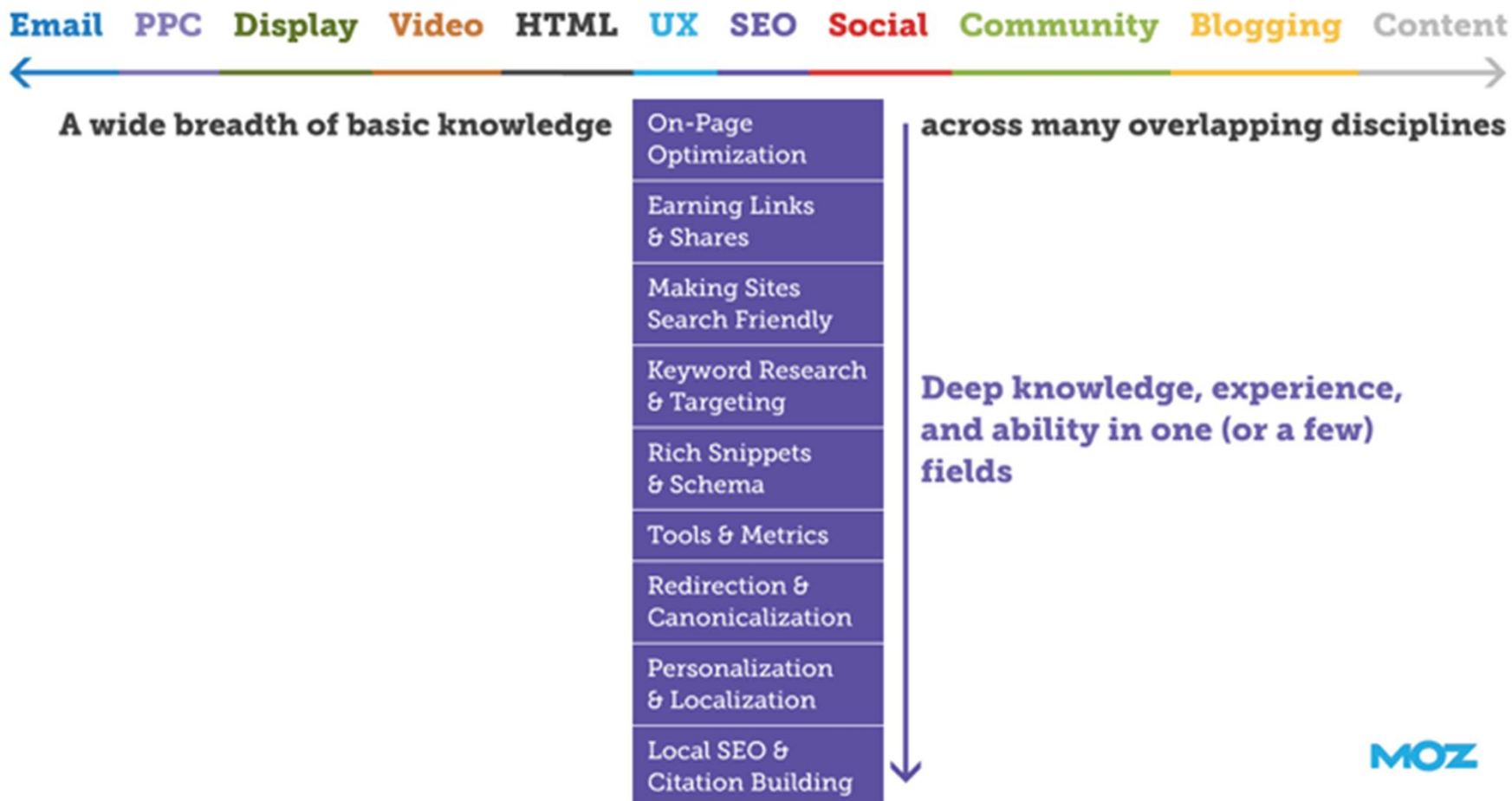
Marketing Manager





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

The T-Shaped Web Marketer









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

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

YokelLocal PRESENTS

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www.yokellocal.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

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#MYAHHAMOMENT

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

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ACADEMY



“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**

 **YokellLocal**

#MYAHHAMOMENT

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

GET MORE CUSTOMERS
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Everything included in Regular ticket

Reserved VIP Seating

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

Private VIP Dinner (Priceless)



QUESTIONS



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THANK YOU!

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