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Location3 Media Unveils Franchise Online Marketing Solution at IFA Conference

The new service package, offered through Local Search Traffic, helps franchises increase online visibility and maximize ROI affordably and effectively.

DENVER, CO – February 11, 2009 – Developing marketing programs for franchises can be complicated. Each individual store has a unique budget and wants the freedom to create their own messaging. However, for franchise corporations with hundreds of locations, it can be an elaborate, laborious process. That's why Location3 Media developed their Franchise Online Marketing Solution, which provides franchises with big budget results on an affordable, personalized scale. And Location3 is giving IFA Conference attendees first dibs on this [online marketing](#) solution.

"This solution was developed out of a direct need expressed by our clients," says Alex Porter, vice president of Location3 Media. "They wanted an online marketing option that gave each franchise the opportunities afforded to the big boys, yet the freedom to personalize their campaign and relate to their local customers. The uncertain economy has left many individual franchise owners struggling; this is an affordable and effective way to increase sales and maintain a presence in the community."

The [Franchise Online Marketing Solution](#) comes in three levels: basic, monthly and enhanced. The basic plan involves the optimization of the franchise's [local business listings](#). Coverage reaches more than 50 distribution channels, including all search engines, internet yellow pages, mobile phones and GPS devices. This plan is based on a per location fee depending on the number of locations. The monthly plan involves geo-targeted pay per click (PPC) search marketing campaigns for each franchise location. Each location is assigned a dedicated account manager, receives online reporting about campaign performance and is able to customize messaging based on promotions, seasonality, community specials, etc. This plan is based on a nominal flat monthly fee. The enhanced plan includes the basic and monthly plans plus increased distribution and budget, allowing for greater coverage and improved performance.

Location3 Media, doing business through [Local Search Traffic](#) (a service solution that focuses on local search marketing and local map listings), will unveil Franchise Online Marketing Solution at the annual [IFA Conference](#), which takes place from February 14 through 17, 2009 at the Manchester Grand Hyatt in San Diego, CA. IFA attendees receive a discount for signing up at the show. Stop by booth 1219 to learn more or visit the [Location3 Media website](#). Attend the business roundtable discussions on Tuesday, February 17 from 10:15 a.m. to 12:30 p.m. to hear Alex Porter and Andrew Beckman (Location3 president) speak about online marketing.

About Location3 Media, Inc.

[Location3 Media, Inc.](#) is a technology-driven direct marketing company that delivers internet marketing solutions for business targeting audiences on local to global scales. Founded in 1999, Location3 Media now offers a diverse portfolio of services through three solutions: SearchAdNetwork, winner of the 2007 and 2008 International DMA ECHO Award for Excellence in Search Marketing and 2008 SES Award for Most Innovative Paid Search Campaign; Local Search Traffic; and Hispanic Targeting. Location3 Media's services include pay per click management, SEO, web analytics, media buying, social media marketing, post-click optimization, local map listings, Hispanic search marketing, mobile marketing, multivariate testing and more. From search to sale, Location3 Media covers every aspect of client campaigns, practicing an innovative, hands-on approach each step of the way.