

Business Model

pr.business



pr.business



MADISON AVENUE MARKETING FOR MAIN STREET BUSINESSES.

pr.business was built by digital marketing veterans with years of experience working with multi-million dollar advertising budgets. We identified a massive void in agency services for SMBs. Why should big, rich corporations be the only ones with access to ground-breaking technology and powerful creative power? After all, every big business started as a small one.



company mission & vision

OUR VISION

pr.business will be the top internet business listing directory & leading digital agency for SMBs with nationwide locations & an international presence.

OUR MISSION

To give every small businesses access to high-end digital technology & marketing expertise at an affordable cost.

OUR GOALS

Acquire. Retain. Grow. Profit.

OUR STRATEGY

pr.business will have 15K-20K new customers by end of 2019 offering affordable marketing services using a high-touch sales & support approach.

core business

pr.business has invested millions of dollars
into its powerful marketing platform.

Introducing BusinessPowerPages.

1 Reviews

Solicit, engage and reply to reviews. Customer is notified the moment a review is posted.

2 Image Gallery

Clients can upload their own images or work with a business analyst on custom images.

3 Customized Ads

Ads can be placed on client BPP and even on competitor listings.

4 Unique Phone Number

Call tracking capabilities from BPPs create additional revenue streams.

5 Blog Posts

Creates SEO value for customer by creating additional indexed content.

6 Business Info

Descriptive content that is pushed out to 65+ directories.

The screenshot shows a Public Reputation listing for "Louisiana Custom Tailoring & Alteration Services" in Covington, Louisiana. The listing includes business details, a review summary, a "More info" section with features and payment methods, a photo gallery, and a section for customer reviews. Numbered callouts (1-6) highlight specific features: 1. "Come In Today!" banner; 2. Photo gallery; 3. Business photo; 4. Phone number; 5. Review cards; 6. "More info" section.

1 Come In Today!

2 Gallery

3 Louisiana Custom Tailoring & Alterations Services

4 (985) 900-2170

5 Great service and excellent quality work! - George Lusk

6 More info

6 About Us: Louisiana custom alteration services provides you the best clothing experience for your clothing needs Master Tailor Yunus, Sumbul Karakus has over 40 years experience in alteration, garment repair, and custom made clothing. Louisiana custom tailoring alteration services provides professional tailoring services for men's and women's and other kinds of clothing with an emphasis on exceptional workmanship and customer service.

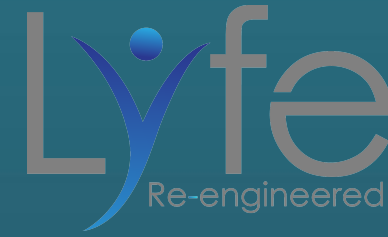
6 Features:

- Tailoring service
- Custom Clothes
- Woman Clothes
- Men Clothing Store in Covington
- Public Service Uniforms
- School Uniforms
- Curtains
- Duvet Covers
- Alterations
- Men Clothing
- Covington Alterations
- Women Clothing Store in Covington
- Military Uniforms
- Proms Dress
- Custome Table Cloths

6 Price Range: \$

6 Payment methods: Cash, Check, Discover, MasterCard, Visa, Apple Pay

WHAT MAKES A BPP SO POWERFUL?



BUILDS

Profile strength is built by acquiring and responding to reviews, posting custom content and creating and pushing ads on business' own listing as well as competitors.

DISTRIBUTES

Integrations with leading digital directories push content published on BPPs throughout hundreds of internet sites. The BPP is the "vault" that holds the content that creates their online image.

CREATES

A beneficial online presence is created that allows the business to be found, to be trusted, to be talked about, and to be showcased.

Websites

7 Custom Designed Pages
Dedicated Project Manager
Professional Copywriters & Graphic Designers
2 Years Hosting
Tech Support
Domain Name Registration
Business Email Tools

Social Intelligence & Paid Ads

Business Page Set-Up
Brand Management
Custom Content Creation
5 Posts Per Month
Automated Scheduling
Analytics

PhoneIQ

Track Calls from 60+ Directories
Dynamic Call Routing
IVR Functionality
SMS
Call Recording Capabilities

Paid Search

Google-Certified Account Manager
Keyword & Competitor Research
Ad Creation & Copywriting
A/B Ad Testing & Optimization
Monthly Reporting & Strategy Calls

ReviewGenerator

Generate Authentic Reviews
Website Review Widgets
Bad Review Blocker
Mass Review Request
Reputation Monitoring

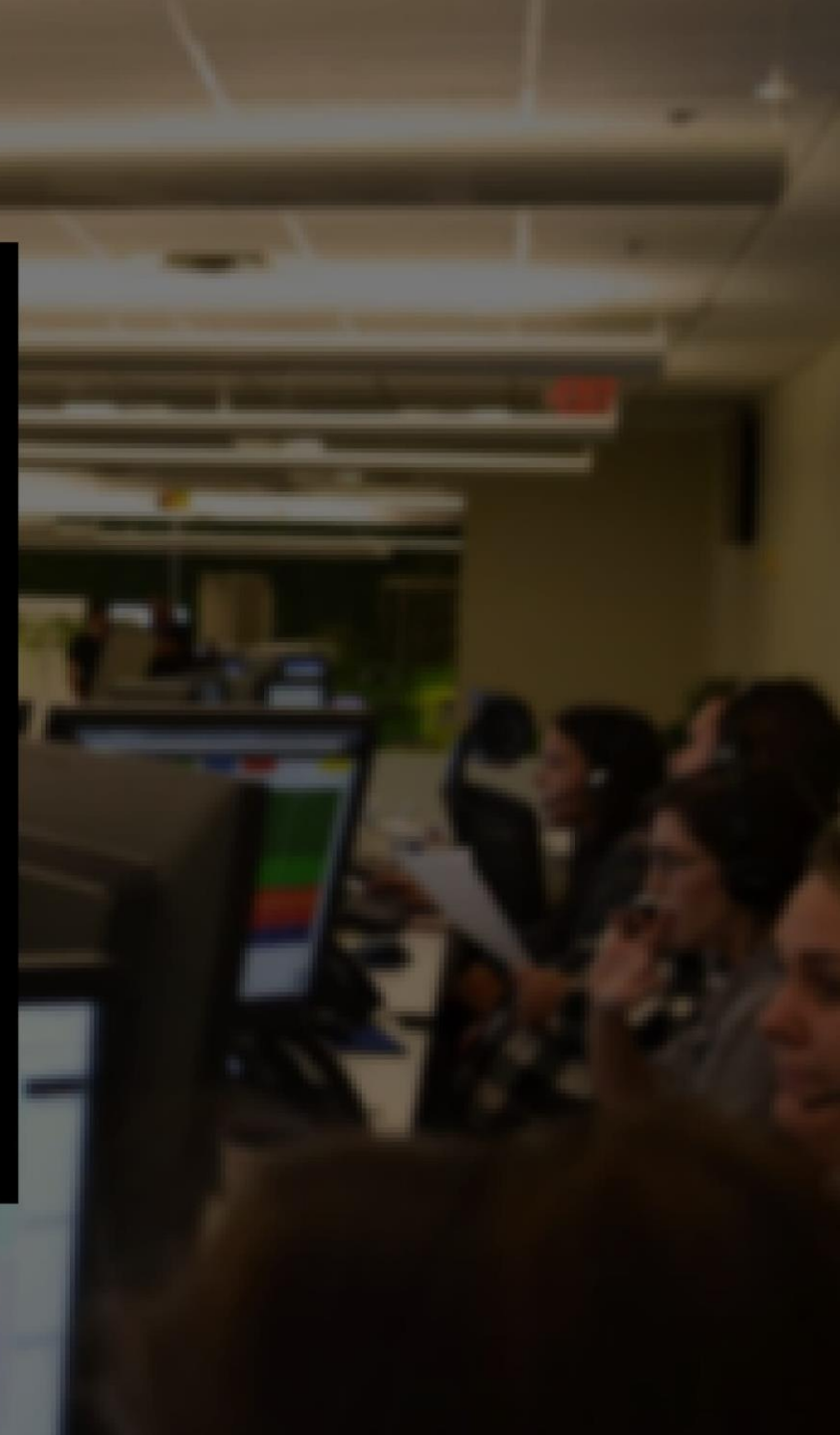


THE DIRECTORY VERIFICATION & REVENUE PROGRAM BY PR.BUSINESS

The PR Directory Verification Program is the most successful revenue generator for online business directories. The cost to verify is high and or ineffective for most directories when only 48% are actual SMB owners and the remaining 52% are marketing agencies and or affiliates using your directories to high jack listings and resell leads! The best part is that you will now drive much higher bottom-line revenue and faster.

The PR facility is located in the Boca Raton Innovation Campus (BRIC) which is one of the most secured and sustainable facilities in the country. Our staff and our customers love it, we hope you will too!

- We disrupted and created a better solution for this industry and are excited to show you how why!
- PR is a certified partner with YEXT.com helping over tens of thousands of SMB's every month.
- Over 20 years specifically in the call center and digital marketing arena's (yes, that's a long time).
- Comcast, Verizon, ADT, Time Warner Cable and many other leading brands have trusted our management team to represent their brands while driving revenue and retention.
- Private label, we are WHITE GLOVED and use your directory name at all times, the SMB owners





pr.business Tech

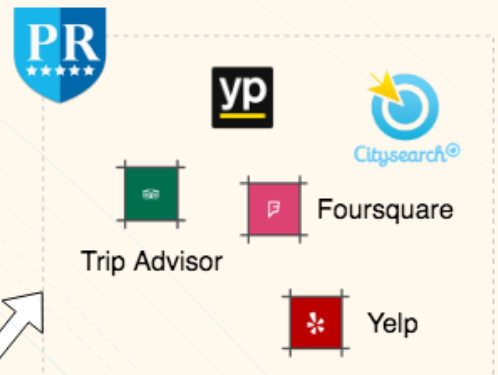
PR Business
Report : Where You Are Now

Local Pages & Directories
The following table displays the status of your local pages and directories. The 'Status' column indicates whether the page is active or inactive. The 'Score' column shows the visibility score for each page.

Local Page or Directory	Status	Score
Arma360	Active	86
Arma360 - 4950 Communication Ave, Suite 200, Boca Raton, FL 33433	Active	86
Arma360 - 4950 Communication Ave, Suite 200, Boca Raton, FL 33433	Active	86
Arma360 - 4950 Communication Ave, Suite 200, Boca Raton, FL 33433	Active	86
Arma360 - 4950 Communication Ave, Suite 200, Boca Raton, FL 33433	Active	86
Arma360 - 4950 Communication Ave, Suite 200, Boca Raton, FL 33433	Active	86
Arma360 - 4950 Communication Ave, Suite 200, Boca Raton, FL 33433	Active	86
Arma360 - 4950 Communication Ave, Suite 200, Boca Raton, FL 33433	Active	86
Arma360 - 4950 Communication Ave, Suite 200, Boca Raton, FL 33433	Active	86
Arma360 - 4950 Communication Ave, Suite 200, Boca Raton, FL 33433	Active	86

Visibility Score
Score: 86

Visibility Score | Review Score | Search Analytics



PR Business
Edit Business Profile

Basic Information

- Associated: [dropdown]
- Address: 4950 Communication Ave, Suite 200, Boca Raton, FL 33433
- Country: [USA]
- Phone: [954] 455-1234
- Website: http://www.arma360.com
- Category: [Arma360]

Other sections: Reputation, Reviews, Social Accounts, Add Social Info, Media, Posts, Ads, Promote.



PR Business
Ryan Healey
5 stars
Published

This company has quality essential oil and GREAT CUSTOMER SERVICE, going above and beyond to help me out. I emailed a representative (Edely Mussa) who was very professional and worked with me to resolve the problem I thought I was having with one of the oils, emailing me back super fast and answering all my questions. He even sent me two other bottles of oil and a replacement nozzle for my diffuser for no charge so I could try out the scents. Highly recommend this company and their services.

Respond | SHOW REVIEW STATS | © PublicReputation 2018

Listings Ads, Posts, Reviews, Media, Business Profile



PR Business
Top Right Advertisement

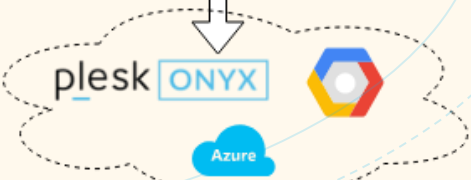
Choose how your Ad will show:

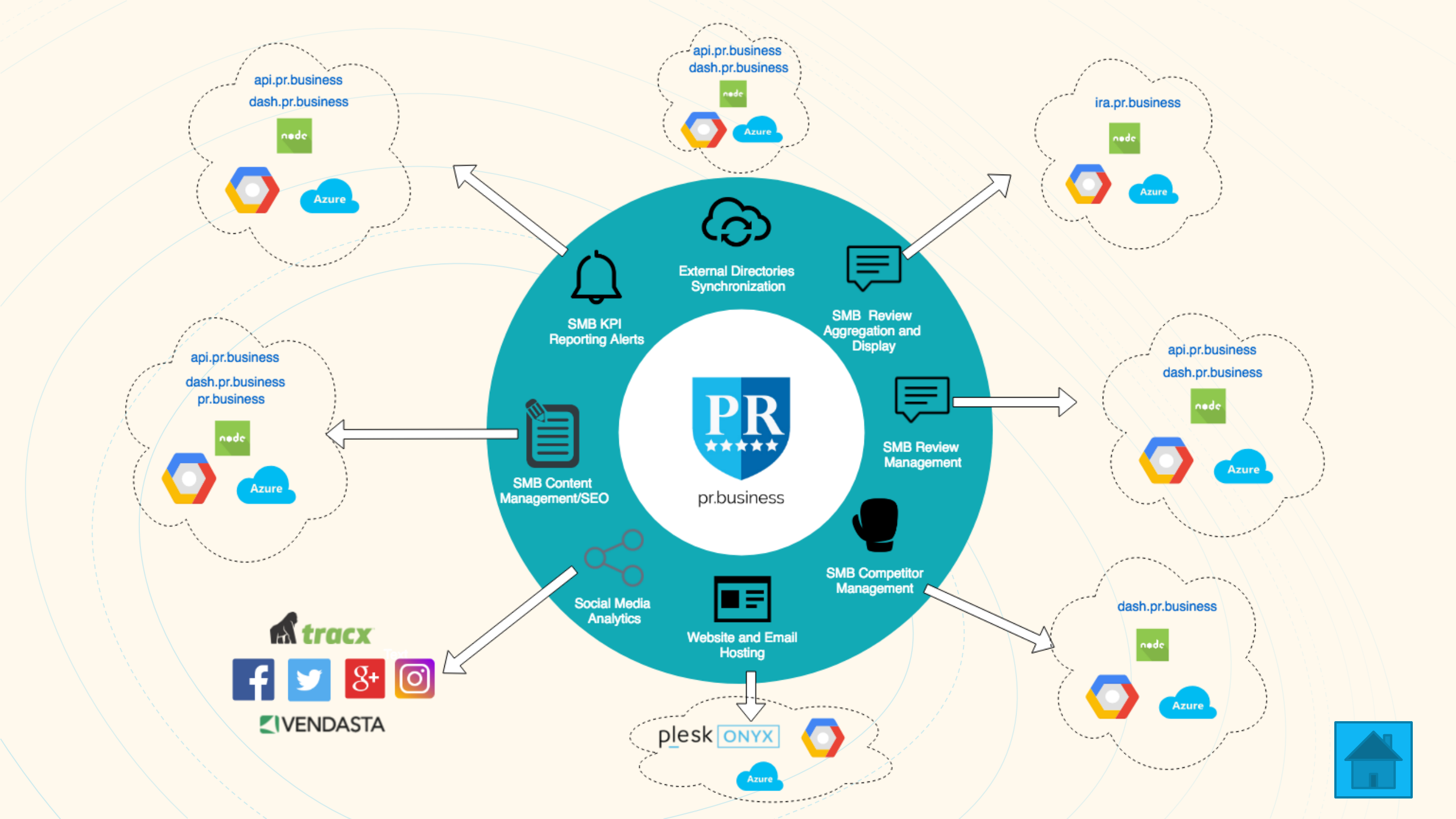
- Promote My Ad (competitors + my latest)
- My ad yet
- Love my PRtk stuffed animal!
- http://pinkoctopustreats.com/

CALCULATE COMPETITORS

Affects 0 businesses
Click the edit button to change or remove your image.
Image Size: 100x100

EDIT IMAGE





External Directory Syncing

- SMB owners update their information on our dashboard app, and it's instantly synchronized with 100 listing platforms through our Yext API.
- Places SMB owner in control of their profile data.



Review Aggregation/ Routing

- We use IRR (Intelligent Review Routing) app to aggregate reviews across several platforms in addition to ours.
- We use data to perform review analytics and provide SMB owner with a reputation score.
- We also are working on routing reviews from our platform into different platforms based on their score.



SMB Review Management

- SMB can respond to reviews left on pr.business platform through or dashboard application.
- The ultimate goal is to allow SMB owner to respond to reviews on other platforms from within our platform.



SMB Competition Management

- SMB can post ads on competitor pages within pr.business.
- The ultimate goal is to replicate functionality across linked platforms.



SMB KPI Reporting Alerts

- Our snapshot report summarizes SMB KPIs in one place.
- Users get alerts when KPIs like visibility score, review scores, social media scores change.



SMB Content Management/S EO

- SMB owner creates media, posts, and ads in his listing to create online content which we then submit to Google for indexing.



Social Media Analytics

- We use Tracx to manage social media KPI analytics and provide SMB with direction on which posts and topics are driving positive sentiment.



Website and Email Hosting

- We offer website creation and hosting, along with a basic email plan on our own servers on Google Cloud.



Total Addressable Market Remains Largely Underpenetrated



Small to mid-sized businesses have been the slowest cohort to adopt digital marketing techniques.

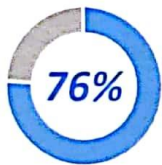
Ample Opportunity to Capture Additional Market Share

Digital Projected to Largely Outpace Traditional

Generational tendencies, a lack of technological education and insufficient capital resources have contributed to material gaps in the utilization of digital advertisement by SMBs



29.6M Small to Mid-Sized Businesses in the US



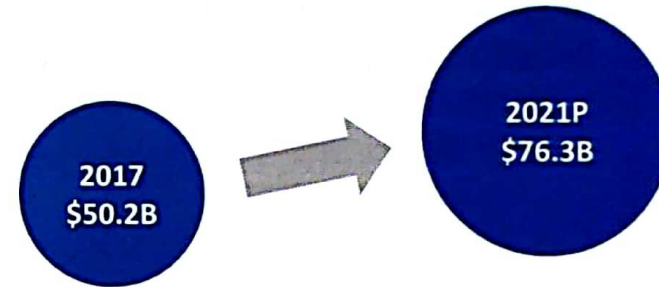
of SMB owners over 45 years old



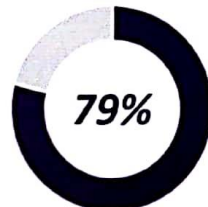
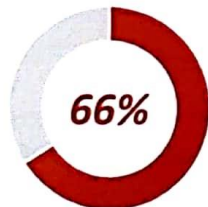
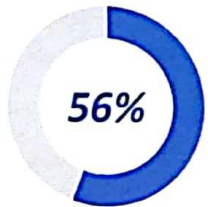
Approximately half of the small businesses still don't have an operational website

Increasing adoption will drive increasing growth rates across online & interactive channels vs. traditional & print media

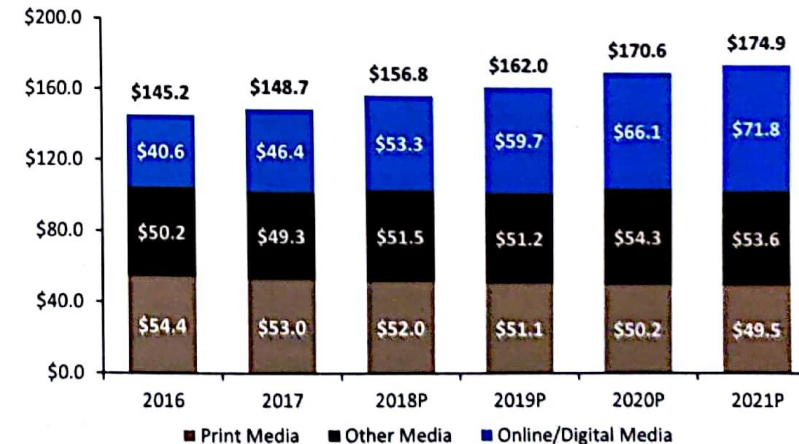
SMB Online / Interactive / Digital Local Ad Industry Size



The Majority of Local Business Pages on Major Online Publishers Remain Unclaimed



SMB Local Advertising Industry (\$B)



SMB Ad Spend Increasingly Becoming Digitally Focused

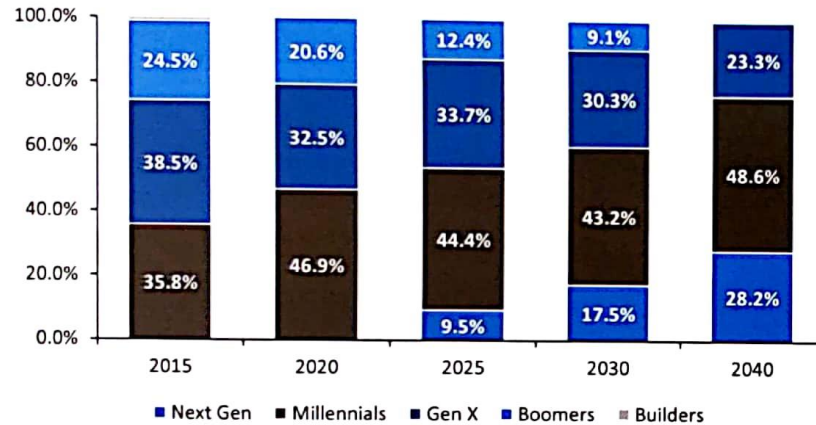


A well-branded and reputable digital footprint has become critical to maintain foot traffic and increase consumer awareness for SMBs.

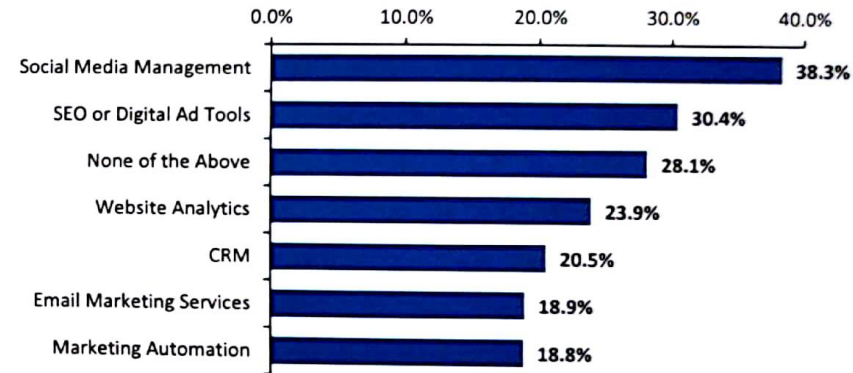
Younger Generations are Becoming the Dominant Consumers...

...which is Driving Increased Investment Across Digital Ad Channels

Projected Composition of the US Workforce by Generation



Advertising Tactics / Strategies that SMBs Plan to Spend More on in 2018



Changes in the Demographics are Driving the Importance of an Online Presence for Businesses

56%

of consumers select a business if it has positive ratings/reviews

39%

more clicks from being rated 5-stars vs. 1-star on Google Local

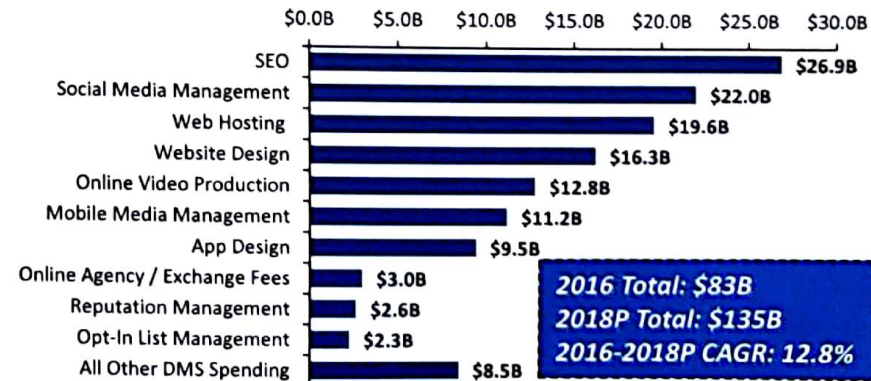
4 out of 5

consumers use the internet to search for products and services online

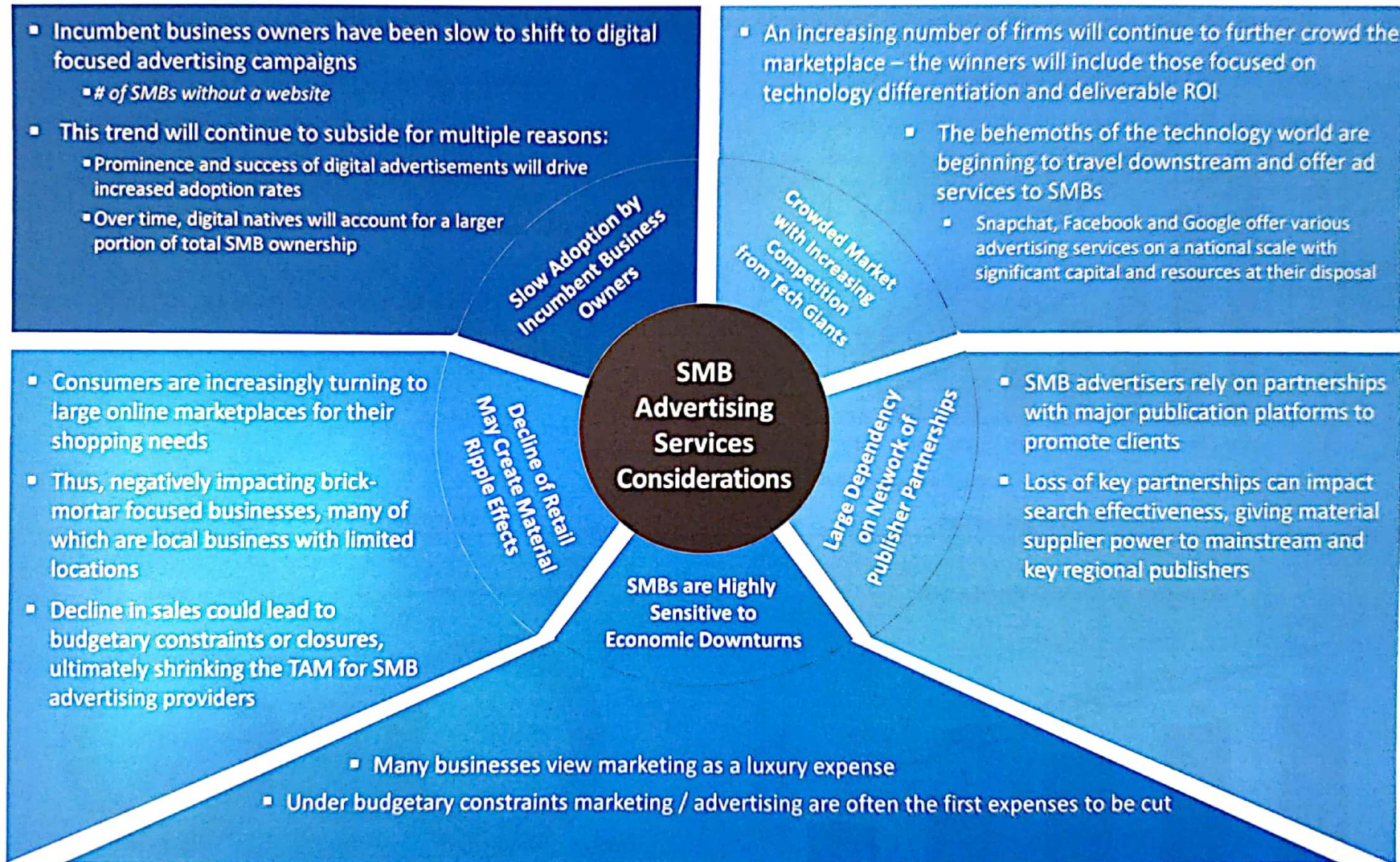
72%

of consumers trust a local business more after viewing positive online reviews

US SMB Projected 2020 Digital Advertising Spend by Segment



Potential Headwinds for SMB Advertising



Case Study: Local Businesses Continue to Utilize Yelp

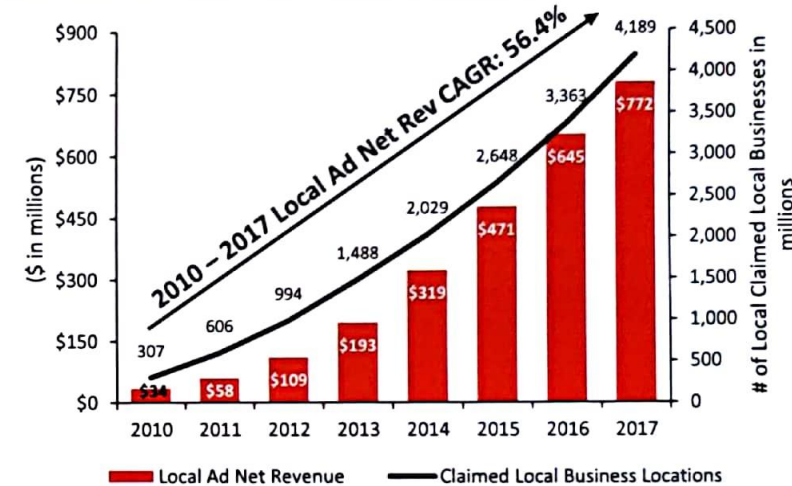


Examining Yelp's key performance indicators over the recent years provides tangible insight into SMB advertising industry trends, including bolstered digital spend, a changing consumer demographic and the shift to mobile.

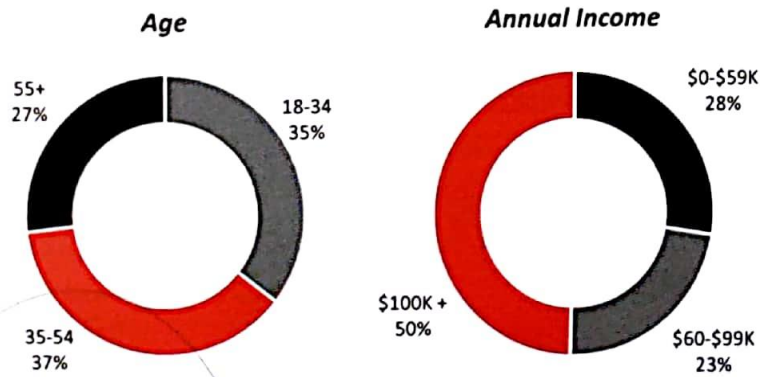
Highlights in Yelp's Key Performance Indicators

- In 2010, brand advertising represented 25% of total revenue. By 2017 brand advertising and local advertising accounted for 0% and 91%, respectively, of total revenue.
- As of financial year end 2017, Yelp reached over **150 million** online reviews
- **79%** of all Yelp searches are now done on mobile devices
- **65%** of Yelp reviews are now done on mobile devices

Local Ad Net Revenue and # of Claimed Local Business Locations



Yelp US User Demographics



Increasing Mobile Usage

App Unique Devices (in millions)

