



## REPUTATION MANAGEMENT

*It's all about  
Reputation Management*

- the NALA News Division writes a Press Release about you and your business that is newsworthy.
- Press Releases put you and your business in a positive and authoritative light within your industry and community so that you can stand above your competitors.
- Each press release is optimized to help achieve the best organic visibility possible.
- Press Releases are picked up and hosted by media outlets, sometimes indefinitely, contributing to your business' marketing strategy into the long term.



## PRESS RELEASES

*What is a Press Release?*

Press releases are branding tools used to control the public's image of your business and are an essential building block for ongoing management of a business' reputation. Press releases provide earned media, build brand authority, reach new audiences and build credibility for your business with third party validation. Carefully crafted and positive press releases can also increase website traffic, reach new audiences, and counter negative content.



**92%** of consumers trust **EARNED** media over **ALL OTHER** forms of advertising.



**78%** of consumers believe it is very important to Google you before doing business with you.

Press releases can generate buzz about your business, products or services, whether you are a small or medium-sized business or a Fortune 500 company.



**HOW TO DOMINATE  
THE ENTIRE FIRST  
PAGE OF GOOGLE**

**"If I was down to the last dollar of my marketing budget, I'd spend it on PR."**

Kevin Johnson  
Vice President of Marketing | Microsoft



## HOW IT WORKS



### YOUR PRESS RELEASE

- is developed one-on-one
- is professionally written
- is distributed to media outlets, including online, print, radio, television, and social media
- is personally pitched to media outlets specific to your geography and industry by the NALA Press Team



### THEN YOUR RELEASE

- will be linked to your website
- can be emailed to clients, friends and family
- will boost your SEO and brand authority
- will build your credibility with third party validation

**MANY MEMBERS FRAME AND DISPLAY THEIR PRESS RELEASES!**



**ANY BUSINESS CAN BUY ADS  
— BUT FEW —  
MAKE THE NEWS!**

Press Releases picked up by legitimate news sources have more credibility, last longer and have more influence.

# NASS

NORTH AMERICAN SPEAKER SERIES



POWERED BY

THE NALA



## CONTENT MARKETING

### IS MORE THAN JUST BLOGS & PRESS RELEASES

**NASS**, through short, poignant audio segments, is a **unique platform** allowing you to **present your stories** and **industry expertise** to other business owners and interested parties; connecting business leaders and encouraging **conversation, collaboration, and learning**

**DIVERSIFY  
YOUR BRAND  
WITH AUDIO  
CONTENT**

**Grow Your Citations and  
Boost Your SEO with  
NASS Audio Content**

**Announce Your NASS segment  
with a NALA News Division  
Press Release**

**Share Your NASS Segment  
on Your Website and  
Social Media Profiles**



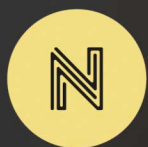
## THE COMBINED POWER OF AUDIO BRANDING & CONTENT

Featured on the NASS platform, each segment includes a **custom designed header graphic**, your **business description**, and can **link to your website**



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## YOU NEED TO BE **UNIQUE** TO STAND OUT

Audio based content has plenty of advantages including:

- **Engaging content** offered through a **different format**
- Giving your business a **sense of personality**
- Building **customer loyalty and trust**
- Creating content that **stands out in your sector**
- Enhancing **brand identity** and **awareness**
- The opportunity to talk about **breaking news/relevant industry topics**
- Getting your **voice, brand, and messages** heard
- All in an **easily consumed** media



## EASY TO USE AT YOUR CONVENIENCE

- Use your own **landline** or **cellular phone** and **headset**
- We suggest the use of the **ReadTime** program to help with recording times
- When you are ready, dial **(844) 877-7325** and follow the prompts





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## DIRECTORY MANAGEMENT



**27** LOCAL  
SEARCHES  
ANNUALLY\*  
\*BIA Kelsey report

YOU NEED TO BE  
**DISCOVERABLE**



**92%** use online directories  
to research products or  
services in their areas\*  
\*BlackBox Social Media study



**88%** of consumers who search for a local  
business on a mobile device **CALL** or **GO**  
to that business **WITHIN 24 HOURS**  
\*Google Mobile Movement Study

The **smallest** inconsistency  
can be **devastating** to  
your organic ranking

Google works to provide high quality results,  
while Google bots scan for **consistent** and “**fresh**”  
listings. These businesses get **prominence**.

**41%**

of businesses have inconsistent  
addresses listed online.\*  
\*BrightLocal study

**59%**

have an inaccurate  
phone number.\*  
\*BrightLocal study

**73%**

will avoid a company with  
inaccurate listings\*  
\*Search Engine Watch study

the NALA **keeps up**  
**with changes** and **maintains**  
**your listings** accordingly



**ORGANIC  
VS. PAID**  
SEARCH RESULTS

Organic results are trusted  
and clicked by **94%** of searchers.  
Paid ranking receives **6%** of clicks.  
(Based on a sample of 1.4 billion searches)  
\*Nielsen study

# Why NALA Directory Management?

**50%**

of local searches occur  
on **directories** and **apps**\*

\*AT&T Small Business Technology Poll

**56%**

of mobile searches have  
**local intent**\*

\*Search Engine Land study

**78%**

of those searches  
**lead to purchases**\*

\*Search Engine Land study

- We create a **“master document”** including all business information, taking note of **minor details** and unique business features
- **No** shortcuts, **no** automated software submissions, **no** data feeds
- We choose **significance** over quantity for powerful **organic** ranking
- We **hand post** to the **20 most influential** directories, affecting your Google ranking, boosting your **organic prominence**
- Industry Premium: Get listed on an **additional 20 industry specific directories**, and ensure **saturation** of the top sites used by **your target audience**
- We continuously appeal to Google’s algorithms by “auditing” your listings, and ensuring they are **fresh** and **consistent**
- You have a personal Account Manager available to you for updates to your business listings at **any time**



the NALA can upload generic **industry specific** content to your Google+, Twitter, and Facebook accounts up to **three times per week** to ensure **consistent, fresh content**

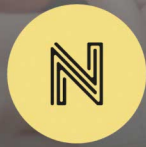
Realtor

Insurance

Attorney

Restaurant

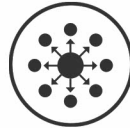
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## CUSTOM SOCIAL MEDIA



### SOCIAL MEDIA

*The **Most Direct Connection** To Your Audience*

- Builds Your Brand Image
- Shares Your Brand's Image
- Increases Visitors To Your Site
- Generates New Customers and Referrals
- Makes You Relevant, Active, and In-Touch

DO YOU KNOW **HOW TO REACH YOUR TARGET AUDIENCE?**

twitter

**320**  
MILLION | ACTIVE  
USERS

facebook.

**1.65**  
BILLION | ACTIVE  
USERS

Google+

**300**  
MILLION | ACTIVE  
USERS





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## CUSTOM SOCIAL MEDIA



### LIKE HAVING YOUR OWN PUBLIC RELATIONS ASSISTANT

- We get to know you and your business, **one-on-one**
- We partner with you to develop a **content strategy**
  - **Once approved**, we **handle everything else**, so you can focus on growing your business



### WHAT WE DO FOR YOU

- Increase your business' online **reputation** and **credibility**
- **Share access** so you can post your products, promotions, or news
- **Professionally designed** header graphic
- **Up to three posts per week** on **Facebook**, **Twitter**, and **Google Plus**
- **Carefully craft posts** to interest your target audience
- **Hands-on** support from your Personal Account Manager
- Share **relevant** and **interesting** content with your audience
- **Interact** with your audience to **grow your social influence**



# WEBSITES



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## WEBSITES

Are An **Essential Extension** of Your Business

AVERAGE ANNUAL  
**REVENUE**  
OF A **SMALL BUSINESS**  
WITH A **WEBSITE IS**



**27%**  
**HIGHER**

**75%**

of users admit they  
decide on a company's  
**credibility** based on  
its website design\*

\*salesforce

**93%**

of SMB websites  
are **not responsive**\*\*

\*\*marketing pilgrim

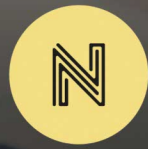
**67%**

more likely to **buy a  
product** or **use a service**  
from a responsive site

**61%**

of people have a **better  
opinion** of a brand  
when they have a  
responsive site

# WEBSITES



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## NALA WEBSITE DESIGNS

- Are **Optimized** For Your **Industry** and **Audience**
- Are **Fully Responsive** Across **All Devices**,  
and **Optimized** for **User Experience**

## NALA SIGNATURE WEBSITES SUIT **YOUR INDUSTRY** AND **YOUR NEEDS**

### BASIC

3 PAGES

1 IMAGE LIBRARY\*

CHOICE OF SCROLL  
OR SNAP

\*up to 20 images

### CLASSIC

5 PAGES

3X IMAGE LIBRARIES

MULTI TAB LAYOUT

COMPANY & STAFF  
PROFILE

### SILVER

10 PAGES

UP TO 10X IMAGE LIBRARIES

MULTI SERVICE PAGES

MULTI TAB LAYOUT

COMPANY & STAFF  
PROFILE

### ELITE

40 PAGES

UP TO 30X IMAGE LIBRARIES

MULTI PRODUCT  
& SERVICE PAGES

MULTI TAB LAYOUT

COMPANY & STAFF  
PROFILE

INDIVIDUAL SERVICE PAGES

[websites.thenala.com](http://websites.thenala.com)

