NEED MORE CUSTOMERS?

YOUR LOCAL MARKETING EXPERTS

- Local*Buzz* Magazine
- Organic Search (SEO)
- Google Ads (PPC)
- Website Design

925.945.6144

GOLDENMAILER EST. 1982

MARKETING THAT CREATES *BUZZ*

WHY YOUR SUCCESS IS OUR #1 PRIORITY?

Business owners are often confused or overwhelmed when choosing the right way to market their local business.
With 44 years of serving local businesses, we help take you from step one to lead one!

45 Years

Serving Local Businesses

Established in 1982

> *The Local Buzz provides us with the quality leads that our business requires. Golden Mailer's "Local Buzz" is the only print advertising we use. Excellent communication from their friendly staff and a high-quality product that provides us with customers ready to make a purchase and that translates into the return on investment that we require. No other print media necessary. One-stop, one call .... Golden Mailer. Job done. – Brian C.*

Teaming Up With Over 1,000 Local Businesses Since 1982

Vets Move Junk
No Junk Left Behind

East Bay Nature

Quality Carpet & Tile Care

Joybound
PEOPLE & PETS

AtticPros
CLEAN • INSULATE • PROTECT

Ames Windows & Doors Inc.
Serving The Bay Area Since 1990

Heavenly Greens

Dublin Sewing Center

ROCCO'S

arf

TREE WISE

WHY THE WINNING FORMULA?

3 PROVEN WAYS TO CREATE A SUCCESSFUL ADVERTISING CAMPAIGN

1 PICKING THE RIGHT TACTICS FOR YOUR INDUSTRY

AWARENESS	CONSIDERATION	PURCHASE
Geo-Fencing	e-Mail	Paid Ads*
Display Ads*	Search*	Reviews
Print	Social Ads	Website*
Direct Mail*		Retargeting*
World of Mouth		
Referrals		

2 CREATING THE RIGHT MESSAGE AND DESIGN

3 REVIEW RESULTS TO OPTIMIZE YOUR CAMPAIGN

* service we provide

WHY GOOGLE PAY PER CLICK?

DRIVE MEASURABLE, COST-EFFECTIVE TRAFFIC TO YOUR SITE

- “Skip the Line” to the top spot with targeted ad placements.
- 90% of consumers search on Google before making a buying decision.
- Customized budget.
- Highly customizable and flexible.

KEY STATISTICS ABOUT PPC (PAY-PER-CLICK) ADVERTISING

65%
of all clicks made by users who intend to make a purchase go to paid ads.

2x
Businesses earn an average of $2 in revenue for every $1 spent on Google Ads.

41%
41% of clicks in search results go to the top three paid ads.

75%
75% of users say paid search ads make it easier to find the information they need.

OUR TEAM OF EXPERTS WILL DO COMPREHENSIVE KEYWORD RESEARCH BASED ON YOUR GOALS & FEEDBACK. WEEKLY AND MONTHLY PPC REPORTS ARE SENT OUT AUTOMATICALLY TO KEEP YOU INFORMED ABOUT THE RESULTS WE HAVE ACHIEVED.

WHY SEO?

BOOST VISIBILITY & ATTRACT ORGANIC TRAFFIC, DRIVING POTENTIAL SALES & GROWTH

- Improve your company's search ranking
- Optimize your website
- Increase online visibility
- Target Specific Keywords/Search Terms

STATISTICS FOR SEO

68%
of online experiences begin with a search engine.

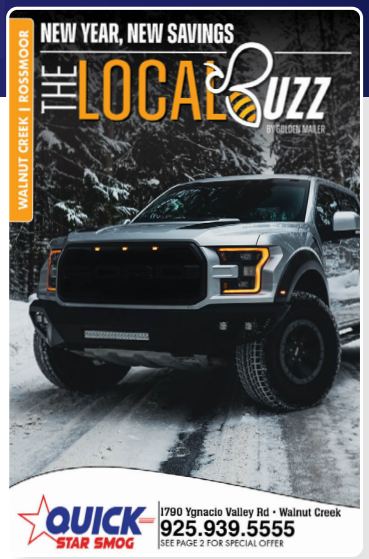
53%
of all website traffic comes from organic search.

13x
Businesses that invest in SEO are 13x more likely to see positive ROI.

75%
of users never scroll past the first page of search results.

OUR POWERFUL REPORTING DASHBOARD SHOWS YOU EXACTLY WHERE YOUR SEO DOLLARS ARE GOING. EVERY SEO TASK PERFORMED IS REPORTED IN REAL-TIME TO TRACK PROGRESS AND CLEARLY OUTLINE VALUE.

WHY THE LOCALBUZZ MAGAZINE?



REACH A TARGETED, ENGAGED AUDIENCE

- Target High Income Homes For Less Then 1c Per Home
- 70% Of Americans Open Everything In Their Mailbox
- Limited Exclusive Policy
- Free Call Tracking
- No Long Term Contract

PUBLIC PERCEPTION OF DIRECT MAIL IS ON THE RISE

80%

of millennial's report being attentive to direct mail

39%

of consumers try a new business out for the first time as a result of receiving direct mail from them.

Direct Mail Combined With Digital Ads Yield A

28%

HIGHER CONVERSION RATE
Than Direct Mail Alone

Marketing Campaigns That Used Direct Mail & One or More Digital Media Experienced A 118% Lift In Response Rate Compared To Using Direct Mail Only

Direct mail recipients purchased 28% more items than people who didn't get that piece of direct mail

62% Direct Mail Help Improve The Life Online Campaign

According to Inkit, open rates for direct mail campaigns can be as high as 90%

60% of consumers say direct mail keeps brands top of mind.

MAP / ZONES / SCHEDULE

ZONE | CITY | ZIP CODE DEMOGRAPHICS

ZONE A ~45K HOMES

Martinez • Pleasant Hill
94553 • 94523
Med Income 129K • Med Age 56

Concord • Clayton
94517 • 94518 • 94519 • 94520 • 94521
Med Income 126K • Med Age 55

Antioch • Brentwood • Oakley
94509 • 94513 • 94531
Med Income 124K • Med Age 53

ZONE B ~45K HOMES

Lafayette • Orinda • Moraga
94549 • 94563 • 94556
Med Income 220K • Med Age 50

Walnut Creek • Rossmoor
94595 • 94596 • 94597 • 94598
Med Income 178K • Med Age 57

Alamo • Rudgear • Diablo • Danville • Blackhawk
94506 • 94507 • 94596 • 94526 • 94528
Med Income 233K • Med Age 55

ZONE C ~45K HOMES

San Ramon • S. Danville
94506 • 94526 • 94582 • 94583
Med Income 198K • Med Age 52

Dublin • Pleasanton
94566 • 94568 • 94588
Med Income 194K • Med Age 54

Livermore
94550 • 94551
Med Income 144K • Med Age 54

THE LOCAL BUZZ MAGAZINE

2026 SCHEDULE

November 5
In Home Week: 11/9
Payment Due Date: 10/16
Artwork Deadline: 10/23

December 3
In Home Week: 12/7
Payment Due Date: 11/13
Artwork Deadline: 11/20

2027 SCHEDULE

January 7
In Home Week: 1/11
Payment Due Date: 12/18
Artwork Deadline: 12/18

February 4
In Home Week: 2/8
Payment Due Date: 1/15
Artwork Deadline: 1/22

March 4
In Home Week: 3/08
Payment Due Date: 2/12
Artwork Deadline: 2/19

April 1
In Home Week: 5/05
Payment Due Date: 3/12
Artwork Deadline: 03/19

April 29
In Home Week: 5/03
Payment Due Date: 4/09
Artwork Deadline: 4/16

May 27
In Home Week: 5/24
Payment Due Date: 5/07
Artwork Deadline: 5/14

June 24
In Home Week: 6/28
Payment Due Date: 6/04
Artwork Deadline: 6/11

July 22
In Home Week: 7/26
Payment Due Date: 7/02
Artwork Deadline: 7/09

August 19
In Home Week: 8/23
Payment Due Date: 7/30
Artwork Deadline: 8/06

September 16
In Home Week:9/20
Payment Due Date: 8/27
Artwork Deadline: 9/03

October 14
In Home Week: 10/18
Payment Due Date: 9/24
Artwork Deadline: 10/01

November 11
In Home Week: 11/15
Payment Due Date: 10/22
Artwork Deadline: 10/29

December 9
In Home Week: 12/13
Payment Due Date: 11/19
Artwork Deadline: 11/24

GM LOCAL MARKETING

Delivering Quality Leads
Since 1982

MARKETING SOLUTIONS PRICING SHEET

BUNDLE AND SAVE

The LocalBuzz Magazine

all campaign include FREE design, call & QR tracking, 6 month report & quarterly campaign reviews with your teams

Ad Type	LOCAL **ZONE 1** **45k Homes**	COMPETITIVE **ZONE 2** **90k Homes**	DOMINATE **ZONE 3** **135K Homes**
½ Page	$499	$899	$1,209
Full Page	$799	$1,499	$1,899

Web Design & Development

One-Time Build + 6 Month Support

Plan	Price	Site Size	What's Included
Local	$2,499	Up to 5 Pages	Custom design, mobile-friendly, contact form, and Google Analytics setup.
Competitive	$4,999	Up to 10 Pages	Everything in Local + SEO-ready content, blog page, and image optimization.
Dominate	$7,999	Up to 20 Pages	Everything in Competitive + advanced SEO setup, professional copywriting, and CMS training.

SEO Services (6-Month Term)

Boost Visibility & Search Rankings

Plan	Price	Coverage	What's Included
Local	$599 /mo	1 City · Up to 5 Keywords	Google My Business setup, site audit, on-page optimization, and monthly reporting.
Competitive	$1,299 /mo	3 Cities · Up to 15 Keywords	Everything in Local + citation building, content optimization, link building, and bi-monthly reviews.
Dominate	$1,999 /mo	6 Cities · Up to 30 Keywords	Everything in Competitive + authority link outreach, blog content, and quarterly strategy sessions.

PPC Campaigns

Google Pay-Per-Click Campaigns – 6 Month Term (Ad Spend Extra)

Plan	Price	Coverage	What's Included / Where Ads Show
Competitive	$599 /mo	Search + Performance Max + up to $1,500 in google ad spend	Manual keyword targeting + automated Google network placements.
Dominate	$1,999 /mo	Search + Performance Max + Retargeting + up to $4,000 in google ad spend	Full Google network coverage including remarketing ads that follow past visitors.

Social Media Management

(6-Month Term)

Plan	Price	What's included
Competitive	$999 /mo	3 Edited Reels/Month, 10-12 Edited Photos, Monthly On-Site Photo & Video Shoot, Photos Posted Every Other Day, Management of FB, IG, OR TikTok
Dominate	$1,799 /mo	5 Edited Reels/Month, 15-20 Edited Photos, Monthly On-Site Photo & Video Shoot, Photos Posted Every Other Day, Management of FB, IG, OR TikTok

CONTACT US

It’s simple. It’s effective. It works.

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