

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



Joybound
PEOPLE & PETS



AtticPros
CLEAN • INSULATE • PROTECT



Dublin Sewing Center

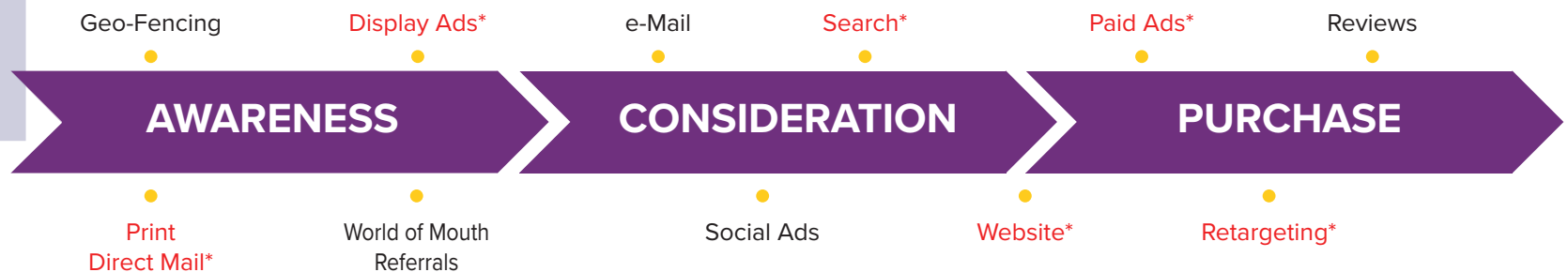


WHY THE WINNING FORMULA?

3 PROVEN WAYS TO CREATE A SUCCESSFUL ADVERTISING CAMPAIGN

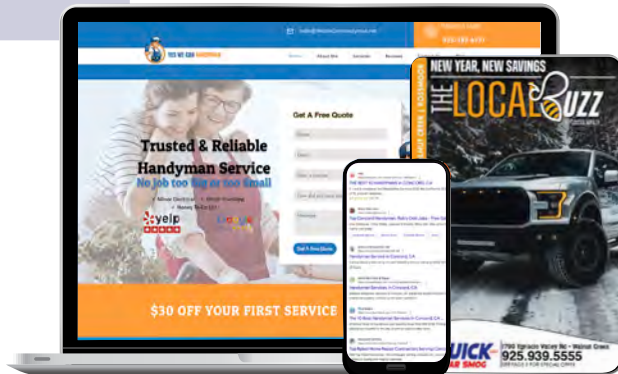
1

PICKING THE RIGHT TACTICS FOR YOUR INDUSTRY



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 Than 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

THE LOCAL B UZZ MAGAZINE

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 • Ruidgear • 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



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

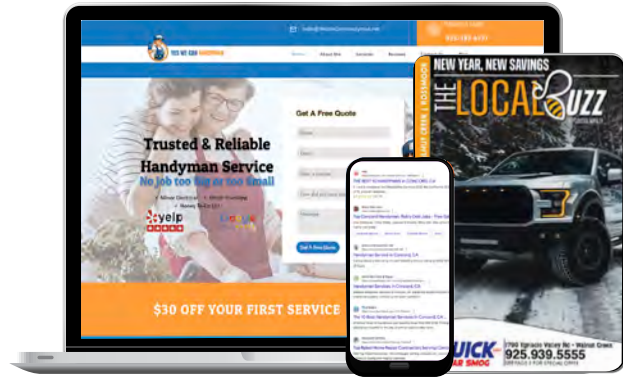
Web Design & Development			
One-Time Build + 6 Month Support			
Plan	Price	Site Size	What's Included
Local	\$2,499	Up to 5 Pages	Custom design, mobile-friendly, contact form, and Google Analytics setup.
Competitive	\$4,999	Up to 10 Pages	Everything in Local + SEO-ready content, blog page, and image optimization.
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.

[Click](#) or scan to book your FREE consultation today!



Sabline Carbaugh | President

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