

# NEED MORE CUSTOMERS?



## YOUR LOCAL **MARKETING** EXPERTS

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

925.945.6144

**GOLDEN**MAILER 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!

44 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**

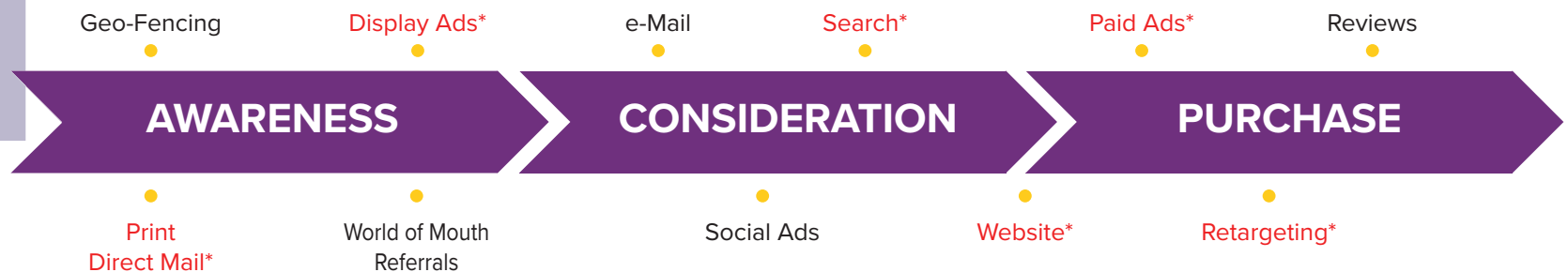


# WHY THE WINNING FORMULA?

## 3 PROVEN WAYS TO CREATE A SUCCESSFUL ADVERTISING CAMPAIGN

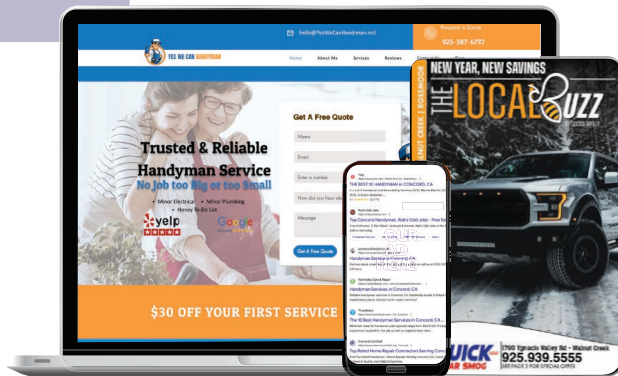
1

### 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%**

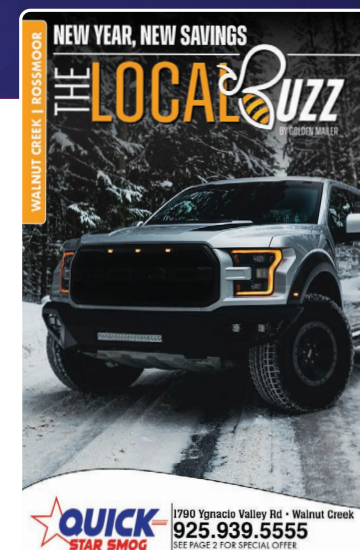
of users never scroll past the first page of search results.

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

## ZONE | CITY | ZIP CODE DEMOGRAPHICS

- 1** Lafayette • Orinda • Moraga  
94549 • 94563 • 94556  
Med Income 220K • Med Age 50
- 2** Martinez • Pleasant Hill  
94553 • 94523  
Med Income 129K • Med Age 56
- 3** Concord • Clayton  
94517 • 94518 • 94519 • 94520 • 94521  
Med Income 126K • Med Age 55
- 4** Walnut Creek • Rossmore  
94595 • 94596 • 94597 • 94598  
Med Income 178K • Med Age 57
- 5** Alamo • Rudgear • Diablo • Danville • Blackhawk  
94506 • 94507 • 94596 • 94526 • 94528  
Med Income 233K • Med Age 55
- 6** San Ramon • S. Danville  
94506 • 94526 • 94582 • 94583  
Med Income 198K • Med Age 52
- 7** Dublin • Pleasanton  
94566 • 94568 • 94588  
Med Income 194K • Med Age 54
- 8** Livermore  
94550 • 94551  
Med Income 144K • Med Age 54
- 9** Antioch • Brentwood • Oakley  
94509 • 94513 • 94531  
Med Income 124K • Med Age 53

THE LOCAL *Buzz* MAGAZINE



## 2026 SCHEDULE

### January 8

In Home Week: 1/12

\*Deadline Date: 12/26

### February 5

In Home Week: 2/9

\*Deadline Date: 1/23

### March 5

In Home Week: 3/9

\*Deadline Date: 2/20

### April 2

In Home Week: 4/7

\*Deadline Date: 3/20

### April 23

In Home Week: 4/27

\*Deadline Date: 4/10

### May 14

In Home Week: 5/18

\*Deadline Date: 5/1

### June 11

In Home Week: 6/15

\*Deadline Date: 5/29

### July 9

In Home Week: 7/13

\*Deadline Date: 6/26

### August 6

In Home Week: 8/10

\*Deadline Date: 7/24

### August 27

In Home Week: 9/1

\*Deadline Date: 8/14

### September 17

In Home Week: 9/21

\*Deadline Date: 9/4

### October 8

In Home Week: 10/12

\*Deadline Date: 9/25

### November 5

In Home Week: 11/9

\*Deadline Date: 10/23

### December 3

In Home Week: 12/7

\*Deadline Date: 11/20




# MARKETING SOLUTIONS PRICING SHEET

Flexible Packages to Fit Your Advertising Needs *Choose from a range of advertising options to target your ideal audience effectively*

The LocalBuzz Magazine				
all campaign include FREE design, call and QR tracking and quarterly campaign reviews with your teams				
Ad Type	1 Zone (15k Homes)	3 Zones (45k Homes)	6 Zones (90k Homes)	9 Zones (135k Homes)
½ Page	\$279	\$799	\$1,439	\$1,879
Full Page	\$399	\$1,199	\$2,199	\$2,999
2-Page Spread	\$599	\$1,699	\$3,299	\$4,999
Postcard Insert	\$1,599	\$3,699	\$6,999	\$9,799

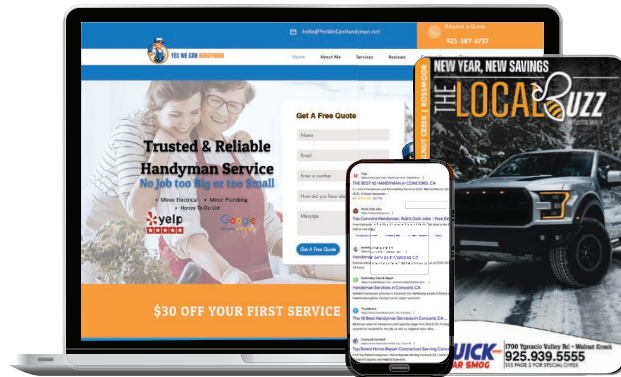
SEO Services (6-Month Term)			
Boost Visibility & Search Rankings			
Plan	Price	Coverage	What's Included
Local	\$799/mo	1 City · Up to 5 Keywords	Google My Business setup, site audit, on-page optimization, and monthly reporting.
Competitive	\$1,699/mo	3 Cities · Up to 15 Keywords	Everything in Local + citation building, content optimization, link building, and bi-monthly reviews.
Dominate	\$2,799/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
Local	\$249/mo	Performance Max + up to \$500 in google ad spend	Google decides best placements — Search, Maps, YouTube, Gmail, and Display.
Competitive	\$599/mo	Search + Performance Max + up to \$1,500 in google ad spend	Manual keyword targeting for more control + automated placements across Google's network.
Dominate	\$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.

Web Design & Development			
One-Time Build + 6 Month Support			
Plan	Price	Site Size	What's Included
Local	\$1,999	Up to 5 Pages	Custom design, mobile-friendly, contact form, and Google Analytics setup.
Competitive	\$2,599	Up to 10 Pages	Everything in Local + SEO-ready content, blog page, and image optimization.
Dominate	\$3,499	Up to 20 Pages	Everything in Competitive + advanced SEO setup, professional copywriting, and CMS training.



# 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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