



**Contact Your PinPoint Local Partner Today!**

\*T&C's apply. Please refer directly to letter of engagement/proposal/contract for specifics, and associated costs. Your local PinPoint Local Partner will provide any additional information. Information on this leaflet is subject to change without notice and is not binding. V1.0 August 2019



## **PINPOINT SOLO**

### **Who needs this product:**

Any business that:

- Needs a lower cost alternative to Pinpoint Local's more wide-ranging services
- New businesses that need a "starter" solution and are not quite ready for more comprehensive products.
- Needs a simple DIY marketing platform that gives a good value solution that is easy to use and results-oriented

### **Why this product is important for your business:**

- Provides marketing that matters for small businesses.
- We make sure customers searching for your products and services are able to find you and that they know your business is trusted.
- We also make it easy for you to stay in touch with your customers and help to promote your brand.
- Have updated contact details helps to make sure potential customers can contact your business





## WHAT THIS INCLUDES:

PinPoint Solo's tools focus on four major areas:

- ✓ Ranking higher in search engine search results
- ✓ Online review management
- ✓ Easy customer communications, and
- ✓ Social media management.

### How We'll Achieve This

- **Basic Search Engine Optimization:**

- > Recommendations to improve website
- > Monthly off-site content to improve search rankings
  - > Citations, lists/directories, q&a posts, social bookmarks, classified ads, blog posts, website articles, images
  - > Monthly Reporting in your dashboard, including how the website is ranking over time



- **Reviews Management**

- > Automation of requests of review (Yelp, Google, Facebook, TripAdvisor)
- > Routing: technology that looks at the business' online listing platforms, identifies where least amount of positive reviews exist and then automatically sends a request that includes a link to that particular platform.
- > Gated Reviews to decrease chances of negative reviews being posted
- > Reporting: Shows number of reviews and average rating

- **Simple CRM**

- > Mainly used for communicating your promotions, specials, offers
- > Send simple emails or texts

- **Social Media Management**

- > A simple tool to manage your social media quickly and easily
- > Can connect to Facebook and Twitter (LinkedIn and Instagram soon)
- > Helps you find content to share

