

*Increase your Directory Advertising
Results by 30%
without increasing your budget*

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Your business *can* achieve 30% better results from print directory advertising, without increasing your budget

In today's business climate, clients are demanding more value and a better return on their investment for the dollars they invest in directory advertising – your business should demand the same.

There was a time when having an ad in the local phone book was enough to make sure that your business could reach the majority of the “in the market” consumers looking for your products and services every day. There was no alternative, that was the way it was.

Today however, studies indicate that 30%² or more of your potential customers are using online commercial directories instead of print directories to choose who they want to do business with. Is that you, or your competitors?

The Facts:

Don't take our word for it; here are the facts and what the experts and research firms are saying:

*The #1 and #2 online commercial directories in Canada had over five million users in December 2003.*¹

*Of the five million users, over 1.1 million of them were from Western Canada, or in other words: people in your backyard.*¹

*31% of English Canadian adults do not have their local phone book in their homes.*²

“Let me say this plainly: My strong advice to business owners is that they cut their Yellow Page (Local Print Phone Book Advertising) spending by 50 percent and begin investing those dollars in a meaningful web presence”, Roy Williams, Wizard of Ads, a leading advertising consultant in the US, his recommendation for 2004.

¹ Comscore Media Metrix, December 2003. Compiled numbers, Yellow Pages Group and SuperPages Network

² Print Measurement Bureau PMB 99' Study.

What does this mean to you and your business?

As a business decision maker you have three choices when it comes to your local directory advertising, you can;

- Ignore online commercial directories and leave commercial directory users to your competitors
- or
- Accept only the advice of your local print directory and hope that their recommendations are in the best interest of your business
- or
- You can control the process, make an informed business decision, and get a better return on investment for the dollars you are currently spending.

Take a moment to think about which answer suits your businesses goals in the next six to twelve months.

How can you achieve up to 30% better results from directory advertising without increasing your current directory budget?

There are two keys to achieving better directory results:

- Balance your directory advertising between the local phone book and online commercial directories. Regardless of how big or colourful your print display ad may be, at least 30% of your potential market will never see it when they are looking to buy your products or services.
- Be where your potential customers are looking – get listed with online commercial directories. Remember on the first page we mentioned over five million Canadians used online commercial directories in December 2003?

Which online directories do you need to be listed on?

Of the five million Canadians who used the top two commercial online directories in December 2003, the breakdown of users was:

- #1 Online Directory – Yellow Pages Group – over 3.5 million users
- #2 Online Directory – SuperPages Network – over 1.5 million users

Typical Recommendation

Balance your directory advertising using the typical formula below as a guideline:

- 70% of your overall directory budget to the local print directory (phone book)
- 30% of your overall directory budget to online directories

Here is a recommendation given to a client who spent approximately \$400 per month or \$4,800 per year in print directory advertising. To maximize their directory advertising, the client would balance their directory advertising budget as follows:

\$280 per month in the local print directory and \$120 per month in online directory advertising.

How to Select an Online Commercial Directory

The process of choosing which online commercial directory to enhance your business listing is the same process used when selecting which local print directory to invest in:

Enhance your business listing in the largest and most used directories, both print and online.

In Calgary specifically, this means:

70% of your overall directory budget in the local phone book (distributed by Telus)

30% of your overall directory budget in Canada's #1 and #2 online commercial directories (Yellow Pages Group and SuperPages Network respectively)

Remember: Each year you only have one opportunity to put your business in front of nearly your entire local market. Investing all your money only in the local phone book or investing in an online directory that does not give you maximum exposure – **this will cost your business sales.**



Here is what that scenario accomplishes:

- Continue to maintain a strong presence in the local phone book while...
- Increasing overall directory advertising reach by 30% which in turn...
- Will produce more leads and more customers which will result in...
- A better return on investment for the advertising dollars spent.

Why do our clients choose to do Business with KS2 Solutions Inc.?

The most important reasons that our clients tell us are:

Trust

We earn our clients' trust by presenting all the facts that help businesses make an informed buying decision with respect to their print directory advertising and online commercial directory advertising.

Information

We understand the marketplace, our client's marketplace, our services, and our competitor's services, and will openly discuss all of this with our clients at any time.

Proven Process

KS2 has developed a proven three-step process to make your directory advertising dollars more effective and profitable. It is fact-based, simple, and most importantly, it generates proven and measurable results for our clients.

Actionable Recommendations

Having worked with hundreds of clients in the past two years and developed proven processes that generate results, KS2 can make recommendations that best suit the expectations and requirements of our clients.

Our goal is to help your business receive a better return on investment for the money you are currently spending on your local phone book advertising.

Sometimes this even means telling a client that there is not a fit between their business and KS2.



What is the level of investment in an enhanced listing on YellowPages.ca?

The level of investment can range from \$240 per year up to \$2000 per year for various enhanced product listings on YellowPages.ca.

NOTE: KS2 Solutions Inc. does not represent other online directories. Merchants must contact these companies directly.

What is the process to have an enhanced listing for my company on YellowPages.ca?

By Phone/Fax/Email

You can call our office at (403) 228-1800 or toll-free at (877) KS2-1800, and give us your company information along with the headings and enhanced products that you would like for your business.

We will email or fax you a copy of the order form along with the terms and conditions. Once you complete and sign the agreements, you can fax them back to us at (403) 873-2283 and KS2 Solutions Inc. will take care of all the details for you.

By Face-to-Face Meeting

You can call our offices and ask that one of our advisors meet with you at your location (Calgary and surrounding area only).

The meeting will consist a 30-minute presentation on our process called MC² or *More Clients, More Cash*. MC² demonstrates how businesses can increase the overall effectiveness of any type of advertising.

Together you and our advisor will decide if there is a fit between your business and our services and they will make a recommendation on:

- What services, if any, will accomplish your goals
- How to effectively track and measure the results

We've helped hundreds of businesses generate a better return on their investment from directory advertising – we would like the opportunity to help yours.



Additional Resources

Use the following resources to learn more:

KS2 Solutions

If you want to learn more about KS2 Solutions Inc. please visit our corporate Web site at:

www.ks2.ca

KS2 Newsletter

Sign up for our bi-monthly newsletter that features updated industry news, creative ways to market your business, ideas and tips from some leading business experts and more.

YellowPages.ca

To learn more about YellowPages.ca visit their Web site and click on **Advertise With Us** for stats, demographics and more.

PMB: Print Measurement Bureau

PMB is dedicated to being Canada's preeminent source of print media measurement and related marketing data.

www.pmb.ca

comScore Media Metrix

comScore Media Metrix is a global information provider and consultancy to which leading companies turn for the insight they need to craft successful marketing, sales and trading strategies:

www.comscore.com

Roy Williams: Wizard of Ads

As an advertising and marketing consultant, the Wizard has been using his secret formulas to create miraculous growth for his small business clients since 1987. Many of his earliest clients are now more than ten times the size they were when they entered into relationship with the Wizard. A few are more than 40 times their former size:

www.wizardofads.com