

## Introducing A New Technique In Driving Local Business Buzz

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Web Marketingville, based in Cincinnati, OH, has recently introduced a new technique. Their new strategy helps to drive local business sales, which is known as a 'buzz'. They want to help their clients achieve the greatest possible local business buzz.

"Local Buzz Connect works with Local Business and Professionals developing a specific comprehensive plan to get the business message out in the communities where its customers are found," says Ken Geers from Web Marketingville. "Through its Local Buzz Connection Program, Local Buzz Connect applies strategies that work to drive in more customers."

What Local Buzz Connect discovered was that they could only be truly effective in the work they do for their clients if they created a problem/solution format. This format would be designed in such a way that local business customers would be encouraged to visit or otherwise contact the establishment itself. In other words, it needed to create a local business buzz for each business they represent.

When this is applied online, it basically means that certain internet visitors have specific problems and they

are ready to find a solution for this problem. In this case, the business or professional needs to be the first

that the visitor finds in order to have their issue resolved. This is possible if the local business has the right

local buzz connect boost.

"With our proprietary system of building SEO optimized search pages and our targeted social media

distribution," adds Ken Geers, "Local Buzz Connect is able to put a local business in such a position that they

will instantly attract more customers."

In applying this system, pages are built with trust and authority. Each page will be set up in such a way that

any visitor is instantly able to find the information they actually need in order to be able to resolve the problem

they are facing, while knowing they can trust the information they receive. At the end of the information, a call

to action will be included, thereby driving more business as well.

Through this process, businesses find their leads increase, as does their customer database. In so doing,

they also increase their profits and bottom line.

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Web Marketingville

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