

connect

Think nationally, act locally

white pages



81%

of people perform some type of online research before making a large purchase

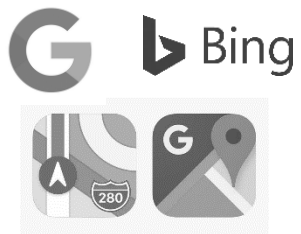




The new local business cycle

86%

Of consumers regularly search online for local businesses



82%

Consider reviews and social comments before deciding on a brand



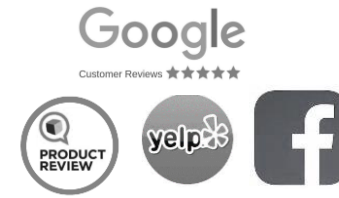
50%

Of these consumers shop locally as a direct result



24%

Leave a review or comment to be seen by potential customers





82%

of smartphone users **consult their phone in-store** on large purchases they are about to make

45%

of smartphone users **read reviews in-store** on large purchases they are about to make

How do we ensure our **local online presence** (*visibility & ratings*) is strong enough at all touchpoints to be in the consideration set and ultimately help close sales?



What is White Pages Connect?

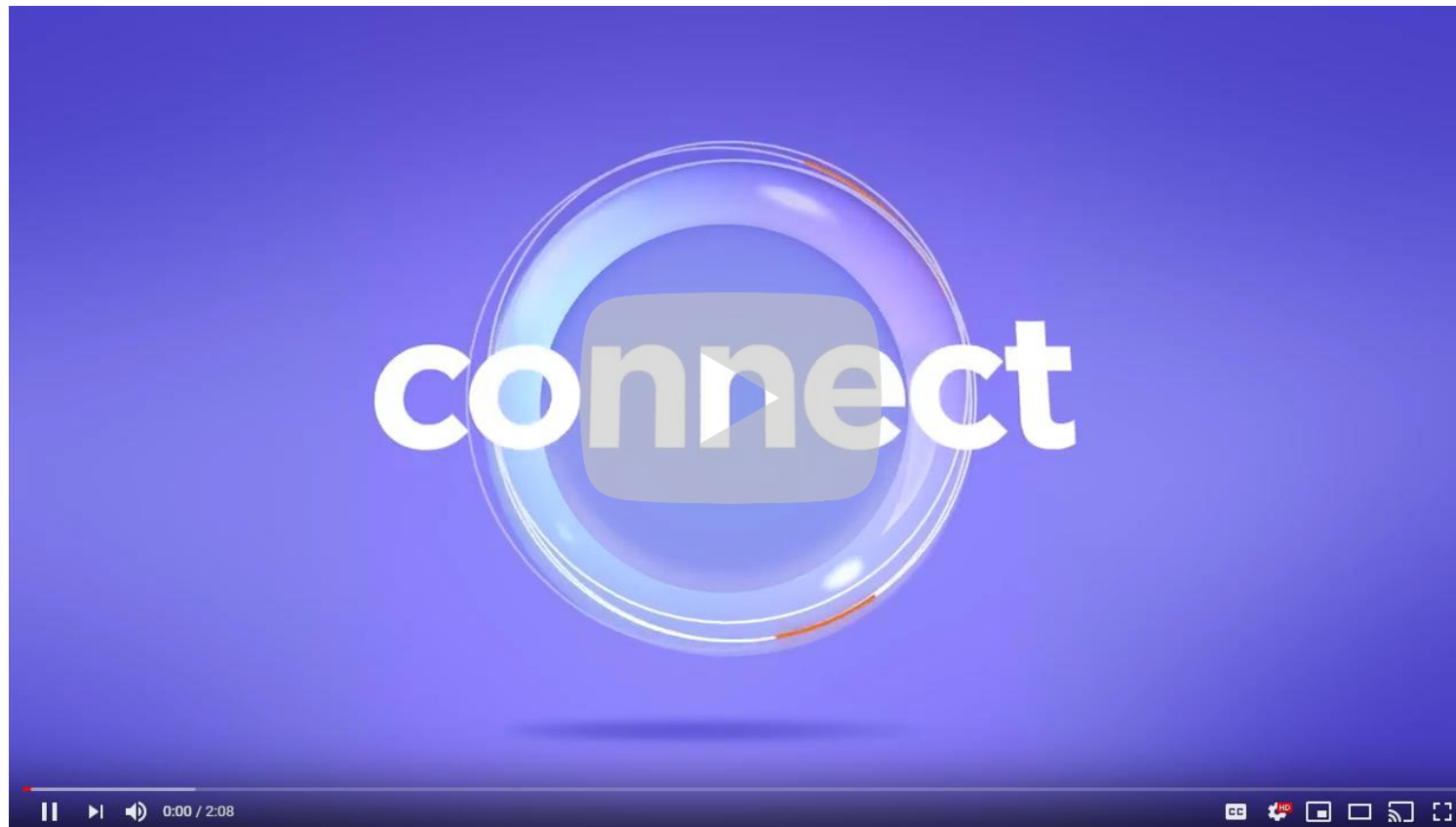
White Pages Connect can help you easily manage your local online presence and reputation.

This opt-in product centralises your store's directory listings, social media pages, map & navigation profiles, etc. all in the one convenient dashboard and acts as the source of truth for your store's details e.g. address, opening hours, photos, payment options, etc. meaning no user edits can override.

Stores can access their insights such as number of phone calls/map directions to store from their listings and have the ability to post pre-approved local offers and updates to their listings and social media profiles.

The screenshot displays the White Pages Connect dashboard for 'White Pages Australia'. The interface includes a navigation menu on the left with options like Dashboard, Accounts, Locations, Customer Feedback, Publish, and User Rights. The main content area is divided into several sections: 'PENDING ACTIONS' with a 'Connect' button for Facebook; 'SEARCH' with links to Google Search and Bing; 'SOCIAL NETWORKS & APPS' with links to Foursquare and Instagram; 'MAP & NAVIGATION SERVICES' with links to Google Maps, HERE, Uber, Waze, and Navmii; and 'GENERAL PUBLISHERS' with links to Opendi, Cylex, Infobel, Tupalo, Manta, Brownbook, Global, infoinfo, Hotfrog, Yalwa, Yalwa, acompio, and ShowMeLocal. A right-hand sidebar shows 'Listings' status: 21 Listings in sync, 3 Listings being updated, and 1 Listing requiring your attention. A message prompts the user to connect to the following platforms: Facebook.

How does White Pages Connect work?

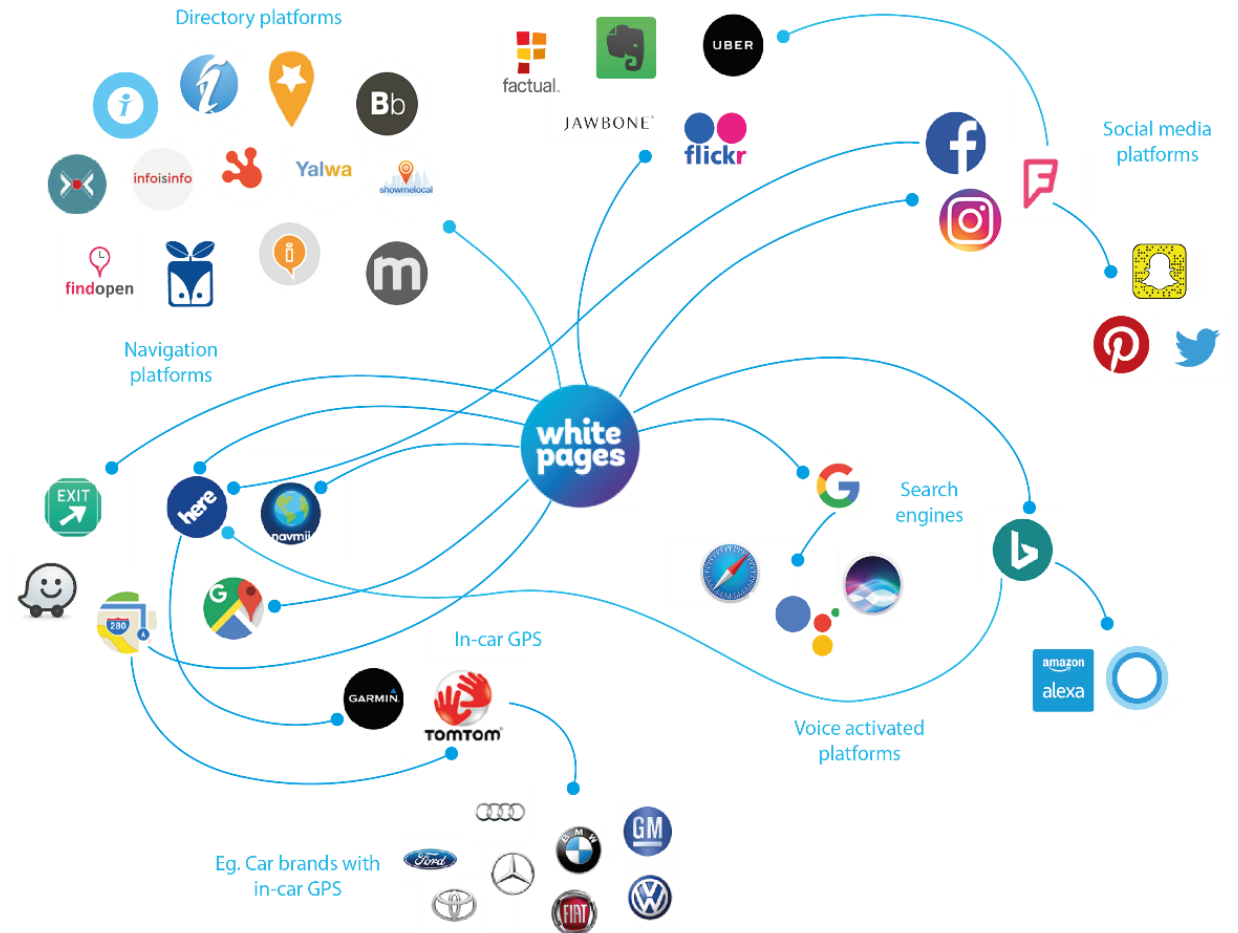


Benefits of White Pages Connect



1. Be found in more places

Publish accurate and complete information about your business across 25+ leading websites, search engines, apps & maps to reach customers wherever they're searching for your brand or products.





Benefits of White Pages Connect



2. Take control

Take back what's yours by overriding listings that weren't set up by your business on platforms such as Apple Maps, Bing & Foursquare from the one convenient location.

Control your online reputation by tracking star ratings over time or even monitor staff reviews for incentive programs.



Benefits of White Pages Connect



3. Localise

Promote pre-approved content made available on the Forty Winks Marketing Toolkit across your local social media pages and listings. Respond directly to your customer's reviews with a personal touch.

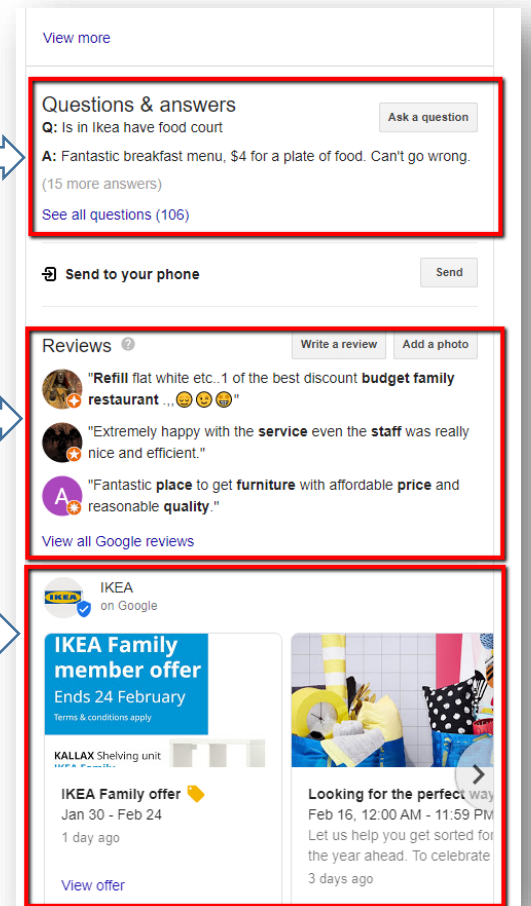
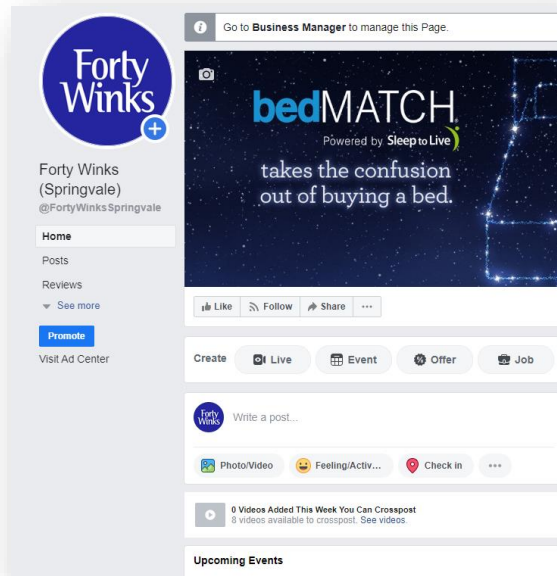
Answer questions posed publically by customers about your business

Respond to customer reviews

Promote pre-approved local offers along with your listing

Post pre-approved content to your local Facebook page

e.g. local sponsorships, LAM events, temporary store closures, etc.





Responsibilities

Please refer to the *Forty Winks Online Local Listings & Review Policy* (attached to email) before choosing this product.

Responsibilities include:

Responding to reviews & queries within 48 hours

Responding to reviews in line with Forty Winks best practice guidelines (provided during onboarding)

Only using pre-approved marketing material as content to share on social pages (to be provided via Marketing Toolkit)

For full list of responsibilities please refer to the Forty Winks Local Listing Review Policy

! Failure to adhere to the Forty Winks Online Local Listings & Review Policy will result in temporary revoked access from the White Pages Connect platform and consequent failures to adhere, or a serious breach, will result in a non-refundable 12 month ban.



Costs

Introductory offer Year 1:

\$378 per annum (per store)

Billed via NSC 2x 6 monthly bills

plus **\$50** set up cost (per store)

Confirm participation in this program by returning the signed registration form (attached to email)



Next Steps

Confirm participation in this program by returning the signed registration form (attached to email) before COB Friday 8th May.

Onboarding process will take between 2-4 weeks at which time you will be provided with a White Pages Connect Starter Kit with platform training and best practice guidelines for responding to reviews and sharing localised content.

Please contact the Forty Winks Digital Marketing team for any questions relating to the White Pages Connect platform.