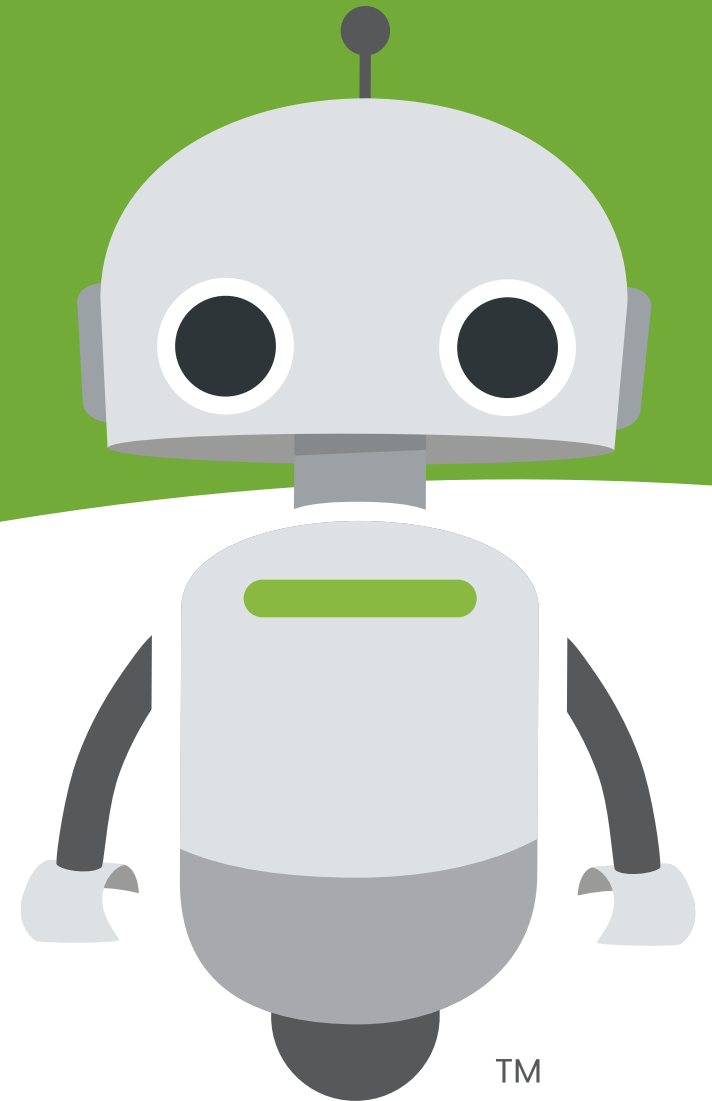


# Taking Local Small Businesses Online

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TM

# Meet Your **Metro** Hosts



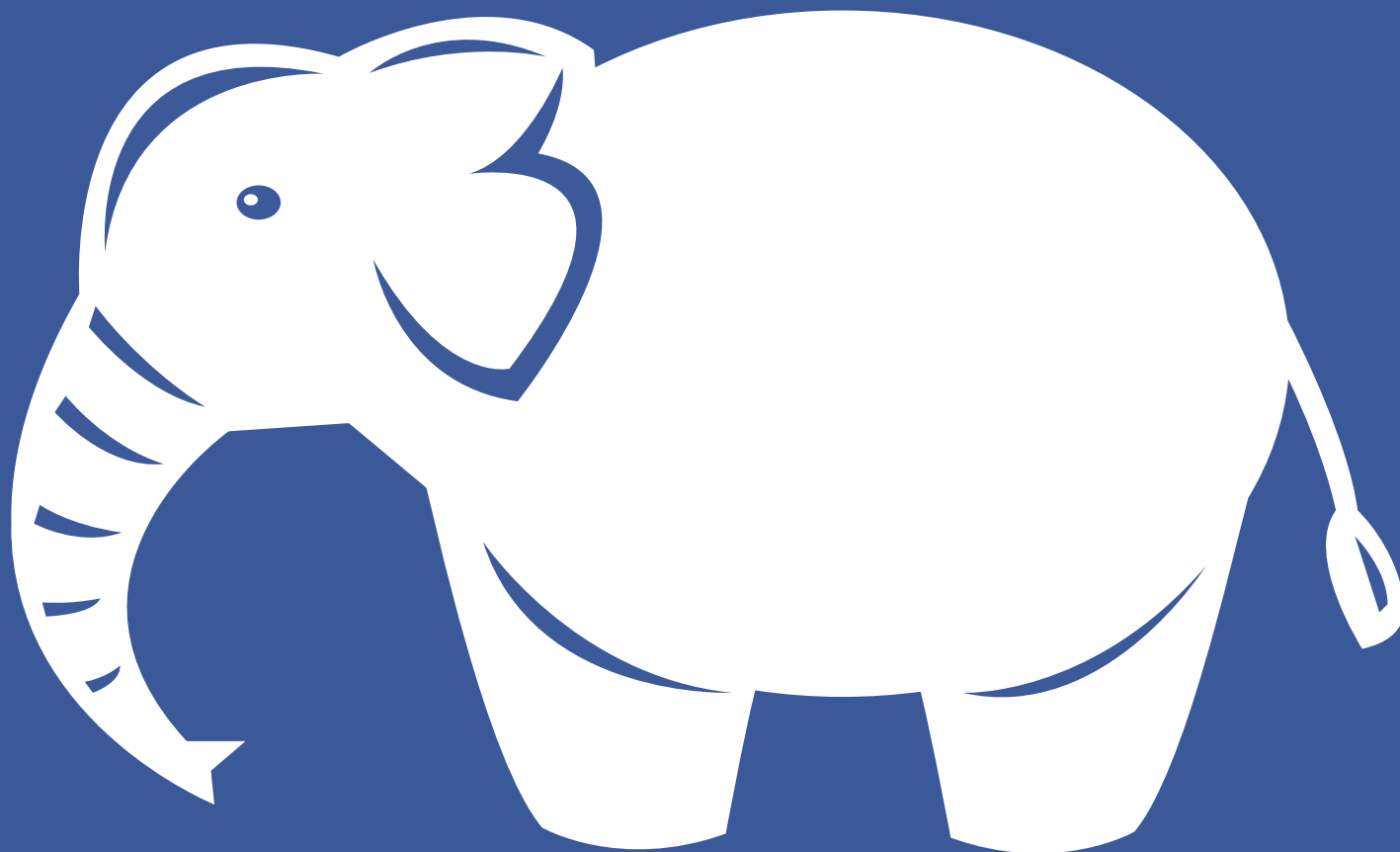
**Sonia** DeJesus

Account Representative Sales Team



**Dan** Perez

VP New Media



Why Small Local  
Businesses Like  
**facebook**.®



# Cost-Effective

Setting up a Facebook business page is free.



# Ease of Use

Facebook is easy to set up and manage, even for those with limited technical experience.



# Large Audience

Facebook boasts billions of active users worldwide, offering a massive potential reach.



# Mobile-Friendly

The platform is designed for mobile use, which is crucial given how many people access the internet via their phones.





# Direct Engagement

It allows for communication with customers, building relationships, and providing quick customer service.



# Targeted Advertising

Facebook's advertising platform allows for specific targeting based on demographics, interests, behaviors, and location.



# How Can We Compete With Facebook?



Disadvantages of  
**facebook**®  
for Small Local  
Businesses



# Lack of Control

Facebook can change its algorithms, policies, or even shut down your page at any time, significantly impacting your business with little notice.



# Limited Customization and Branding

While you can upload your logo and cover photo, your brand's online presence is constrained by Facebook's design and features.

A website offers complete creative freedom.



# Declining Organic Reach

Facebook's algorithm increasingly prioritizes content from friends and family over business pages.

To reach a significant portion of your audience, you often need to pay for ads.



# SEO Limitations

While your Facebook page might appear in Google search results for your business name, a dedicated website offers far more opportunities for Search Engine Optimization (SEO) to rank for various keywords and bring in organic traffic from search engines.





# Limited Functionality

Facebook pages are great for basic information and engagement, but they can't replicate the full functionality of a website, such as detailed product description, service information, coupons, and downloadable forms.



I have a Facebook  
page for my business.

**Why do I  
need a  
website?**



# Credibility

A professional website establishes credibility and trust with potential customers.

Lack of having a business website appear less reputable in this digital era.



# 76%

Of consumers will search for a company's website before visiting their physical location.



*Data from 2025 Clutch Research*



# 45%

Among these consumers  
visit in-person if the business  
has a strong online presence.



*Data from 2025 Clutch Research*

# 86%

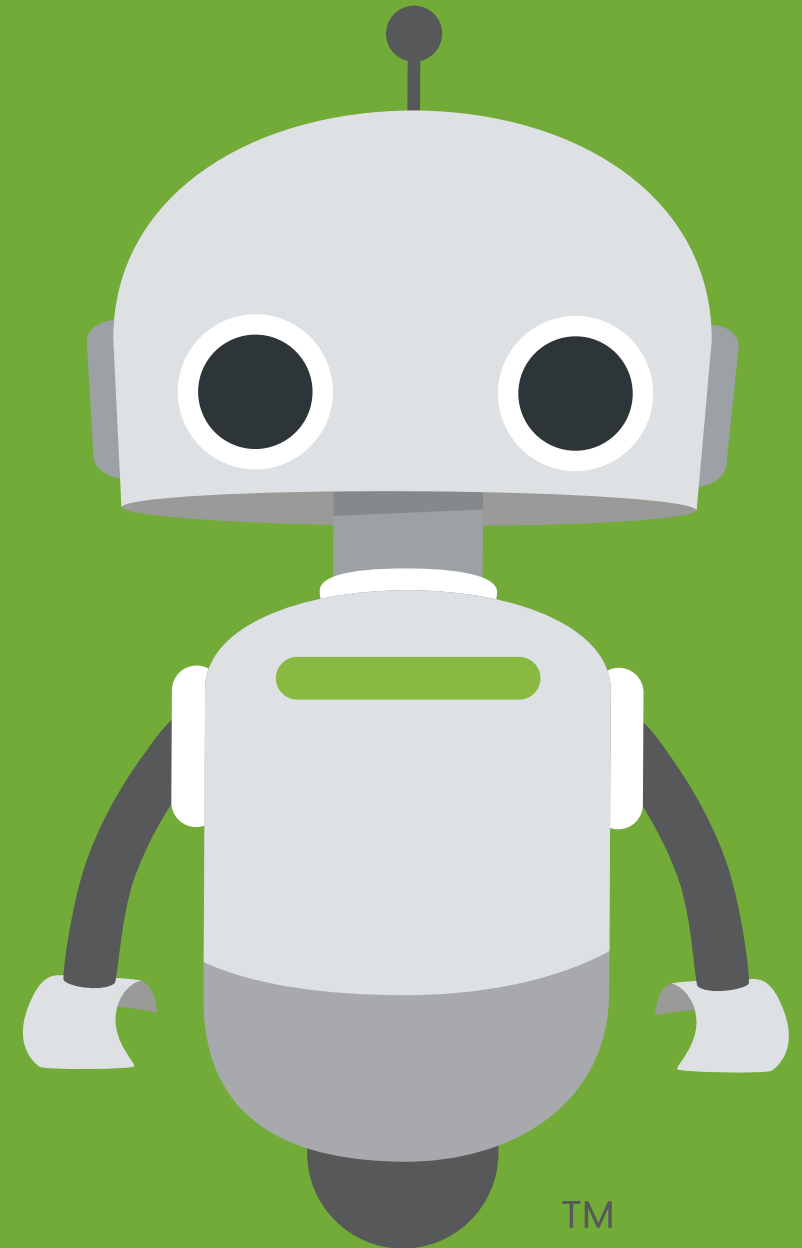
Of Small Businesses Without  
a Website Plan to Build One  
in the Next Few Years.

*Data from Local IQ*



Regain Your Market With  
**Metro's**  
**Digital Marketing**  
**Game Changer**

**cmsbot**™



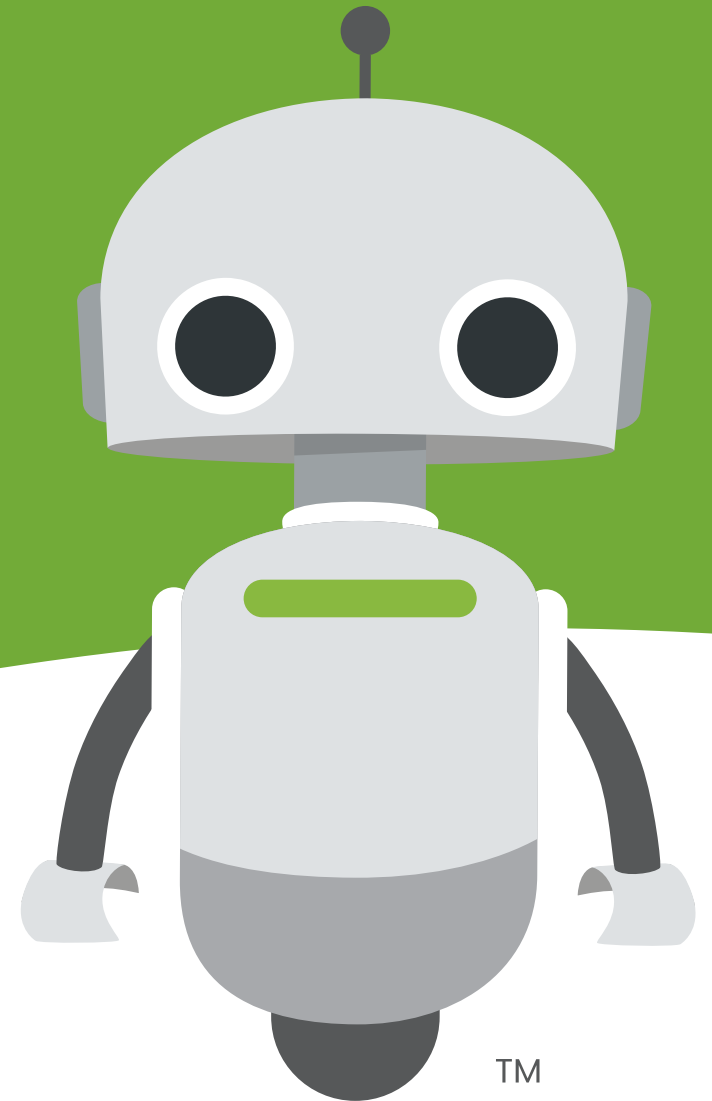
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# All-New, All-In-One Digital Marketing Platform

Makes it simple to lock in recurring revenue by creating business websites and selling affordable digital marketing programs.

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# Cost-Effective

NO Upfront Cost,  
NO Contract, NO Credit Card!

You and your clients can get  
started anytime with no  
registration or startup costs.

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**cmsbot**<sup>™</sup>



# Only \$15/month for Sold Sites

Sell a site after the free trial, and we'll bill  
you \$15 per month for each active site.  
You charge the market rate  
and keep the difference.



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**cmsbot**<sup>™</sup>

# Ease of Use

Build a Sample Website  
for free in 90 seconds  
and is easy to set up  
and manage.

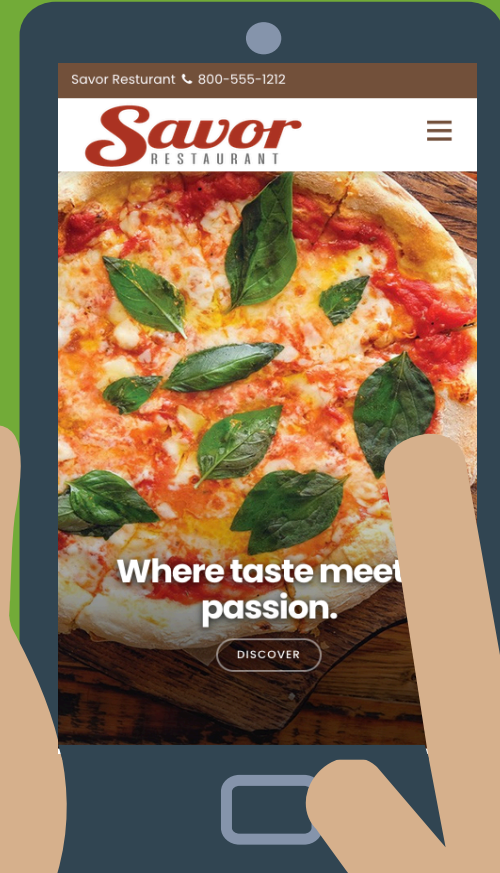
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# Mobile-Friendly

Websites built on the cmsbot platform are designed for mobile use and mobile updates without having to download an app!



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# Direct Engagement

You can share Blogs from your website onto Facebook to maximize your reach.

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# Large Local Audience

Your Media company can reach long-term local residents of the community who are consumers with established buying power.

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**cmsbot**<sup>™</sup>



# Increased Organic Reach

Built around Google's strict SEO standards, cmsbot sites consistently achieve 90+ Google Performance and SEO scores. This translates directly to increased organic search visibility and more customers finding you.



# 46%

Of all Google searches are for  
a local product or service.



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*Data from 2025 Clutch Research*



# 53%

Of all small business  
website traffic comes from  
organic searches.



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*Data from 2025 Clutch Research*

# 49%

Of businesses say that  
organic search brings them  
the best marketing ROI.



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*Data from Local IQ*

# Unlimited Customization and Branding

Have complete creative freedom by uploading a business logo, color design choice, add local photos on the homepage slideshow and more!

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CREATIVE GRAPHICS, INC.

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# Unlimited Functionality

With a CMSBot website, you get **unlimited access** to enhance your online presence. Easily add detailed product descriptions, service information, coupons, local photos and video galleries, upcoming events, downloadable forms, and insightful blog posts.



# Digital Marketing Website

Partners will receive a co-branded digital marketing website to showcase their services, staff and a “Get Started” link that helps you create a website for your client without any cost to you.

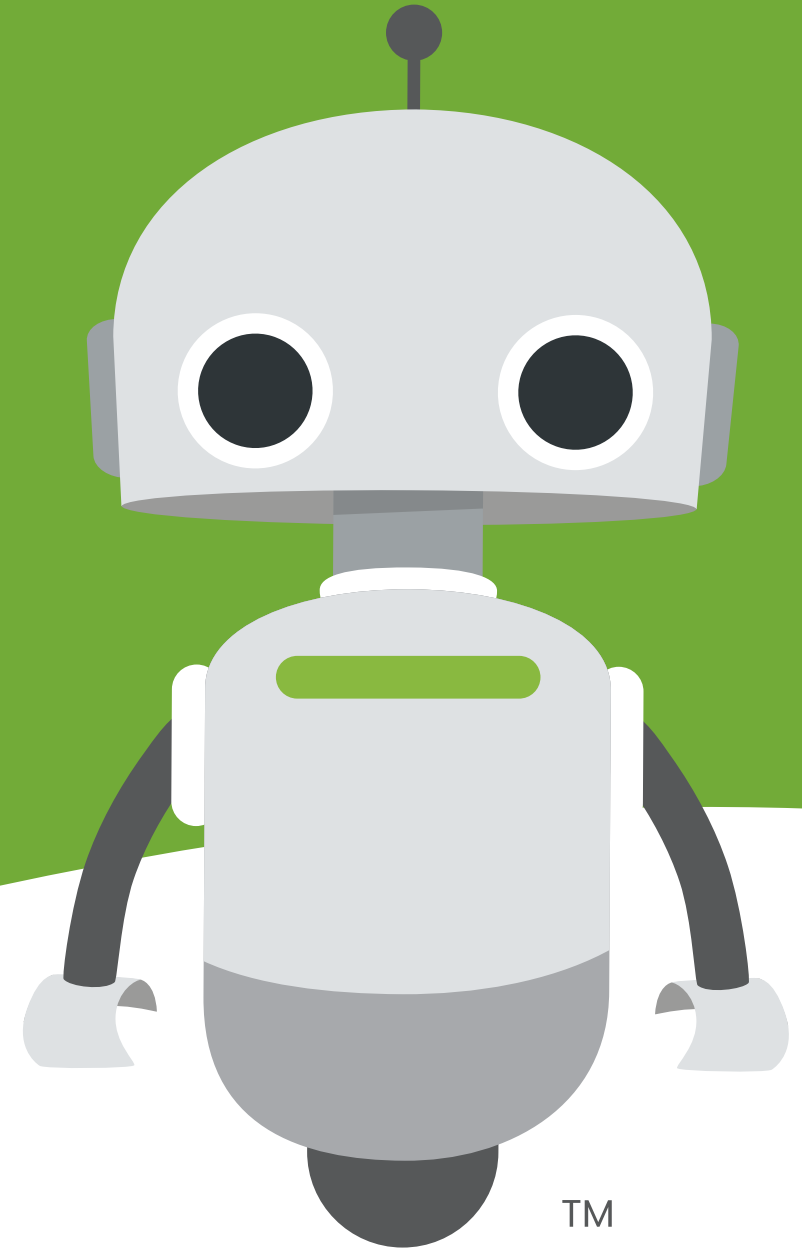


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# Live Demo Creating a Business Website In 90 seconds



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# Questions & Comments



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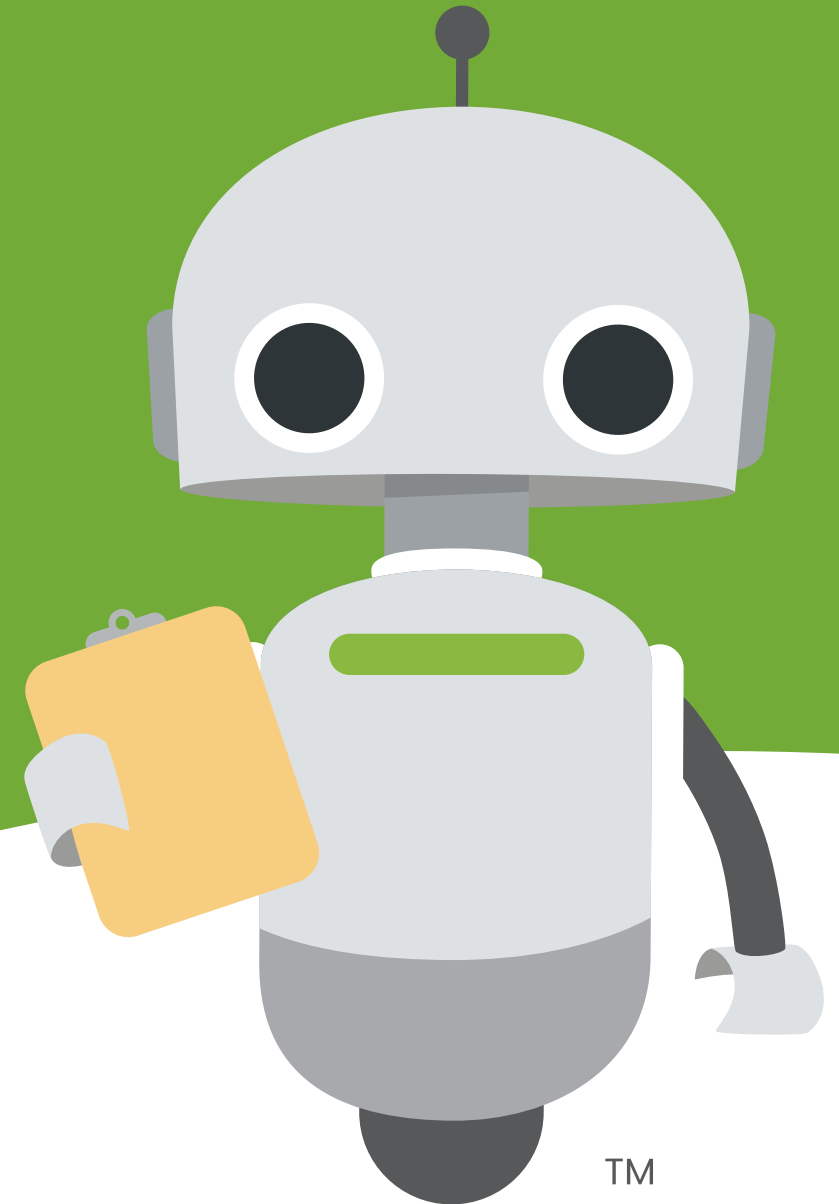
# Contact Us

For More Information

Metro's Client Services Team

**800.223.1600**

(Mon-Fri 8:45am – 5:45pm EST) (Outside  
U.S. and Canada 212.947.5100, ext. 253)



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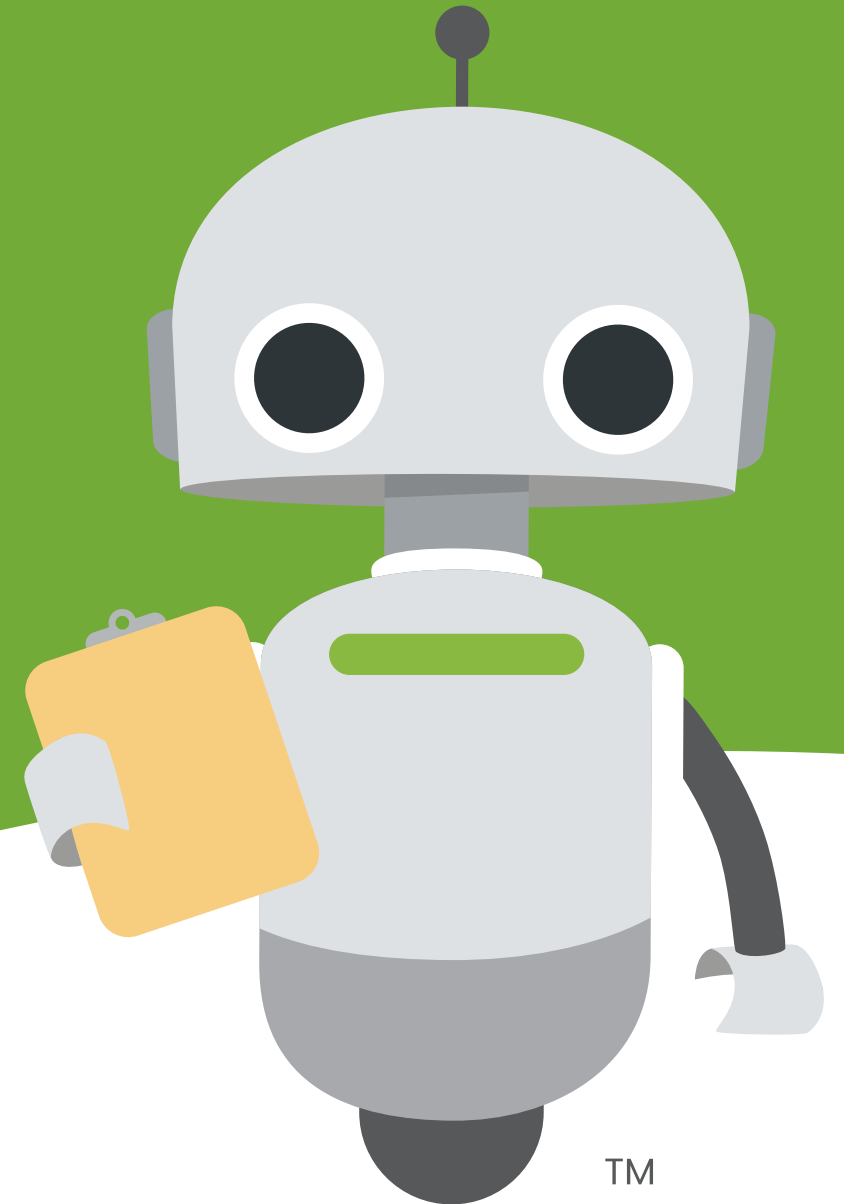


# Contact Us

For More Information

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[dperez@metro-email.com](mailto:dperez@metro-email.com)  
917.810.5168



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