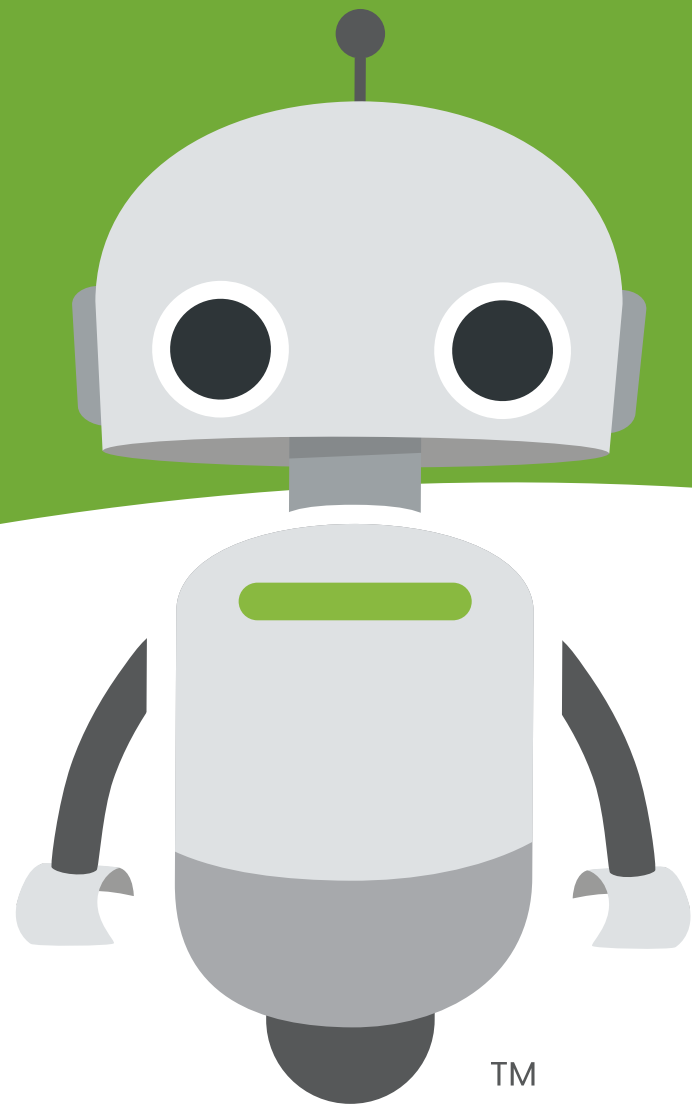


Taking Local Small Businesses Online

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TM

Meet Your **Metro** Hosts



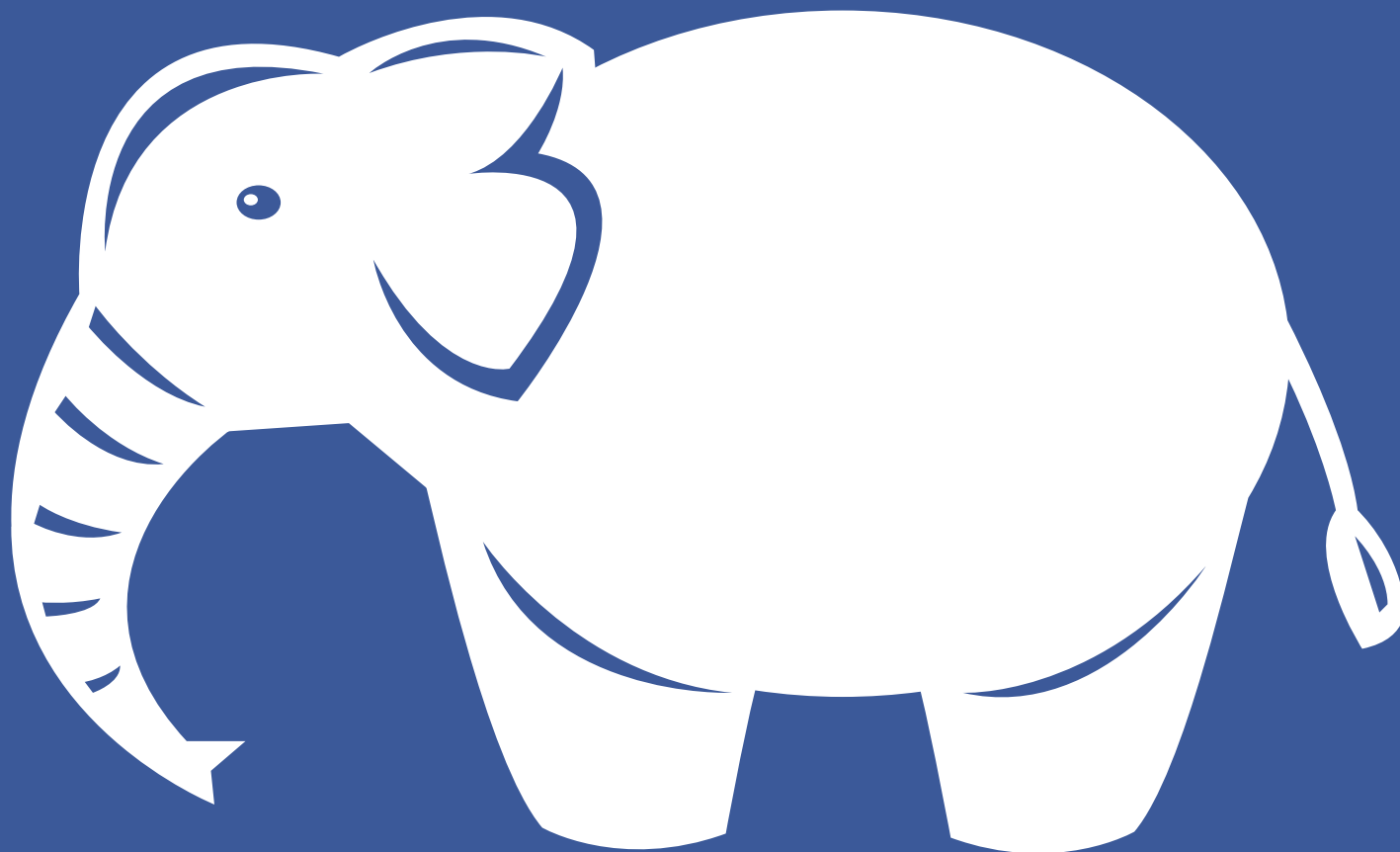
Sonia DeJesus

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 That?



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%

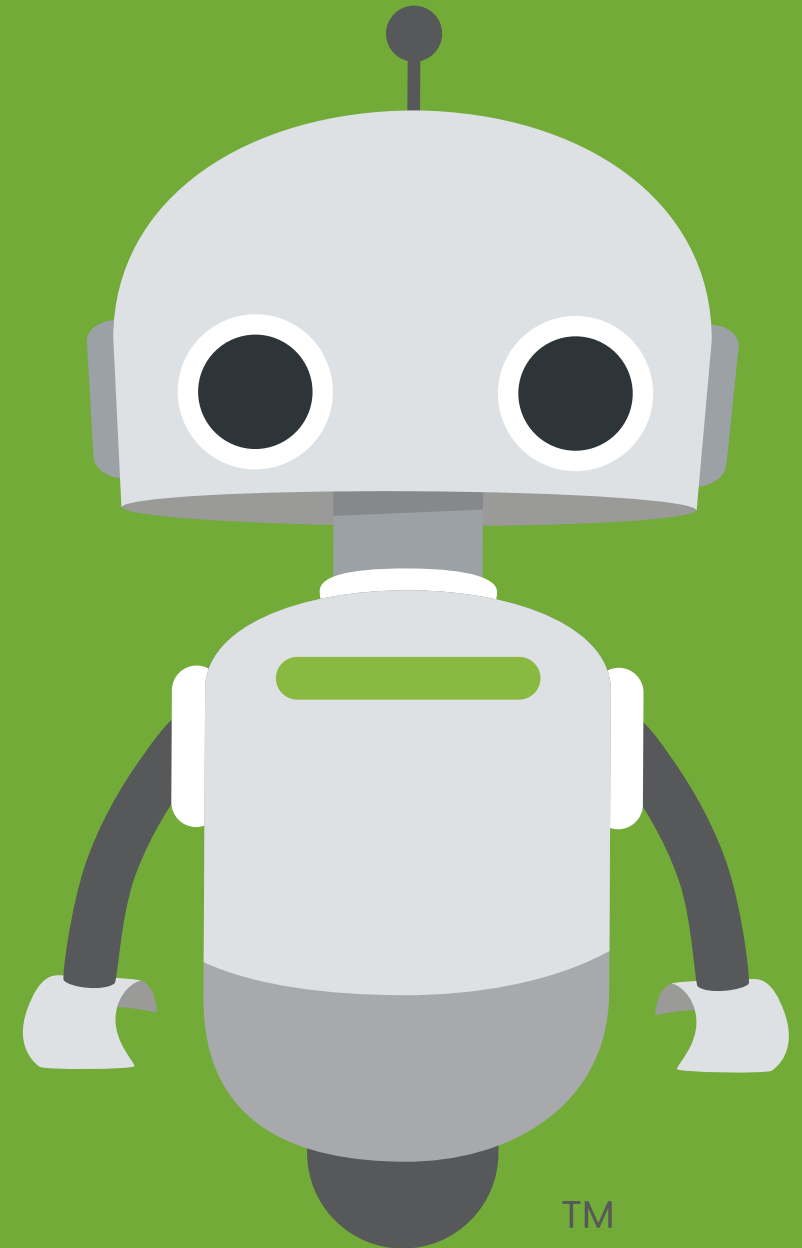
Of Small Businesses Without
a Website Plan to Build One
in the Next Few Years.

Data from Local IQ



Regain Your Market With
Metro's
Digital Marketing
Game Changer

cmsbot™



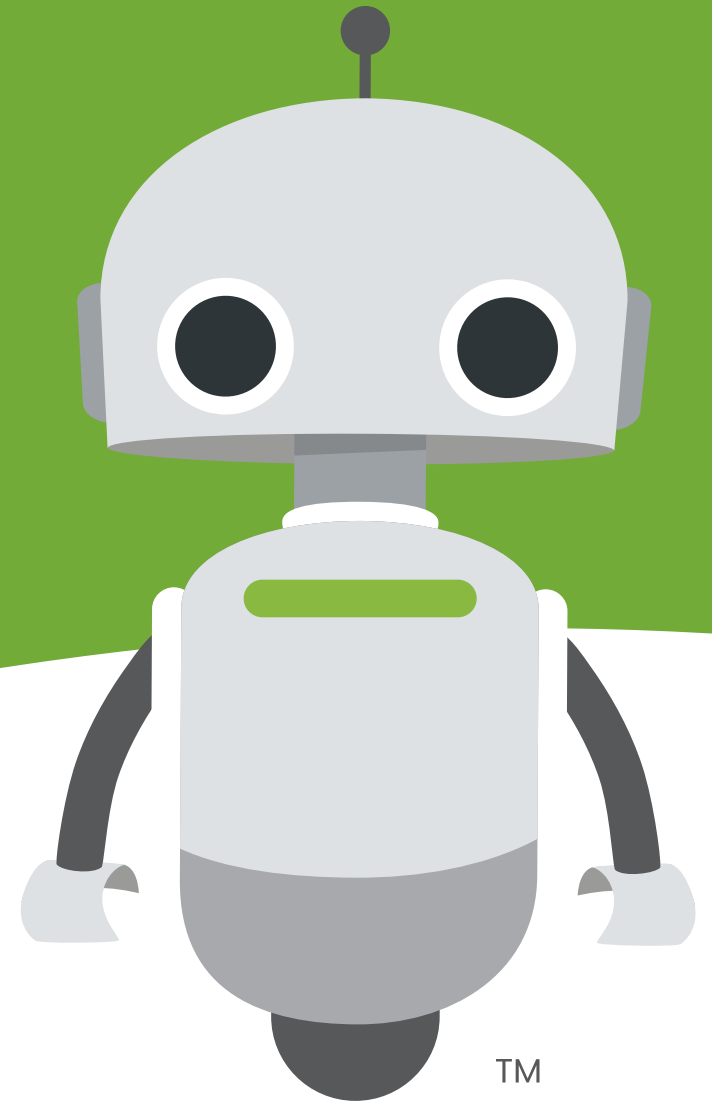
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All-New, All-In-One Digital Marketing Platform

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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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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Ease of Use

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

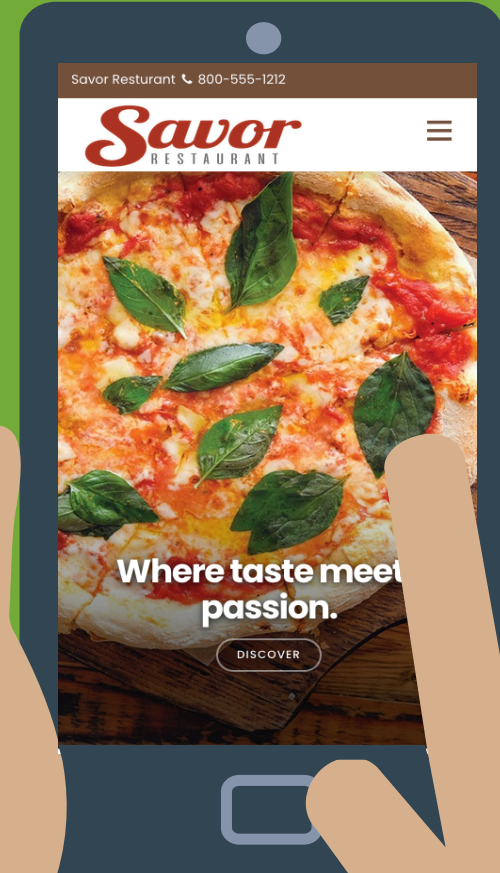
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Mobile-Friendly

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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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!

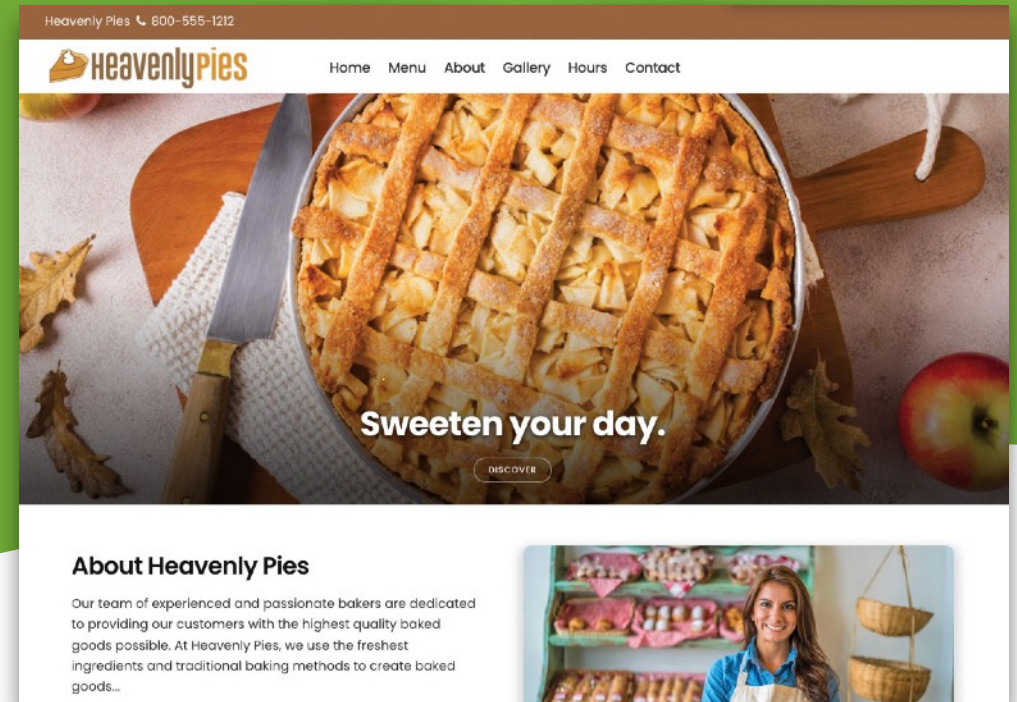
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Unlimited Functionality

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.

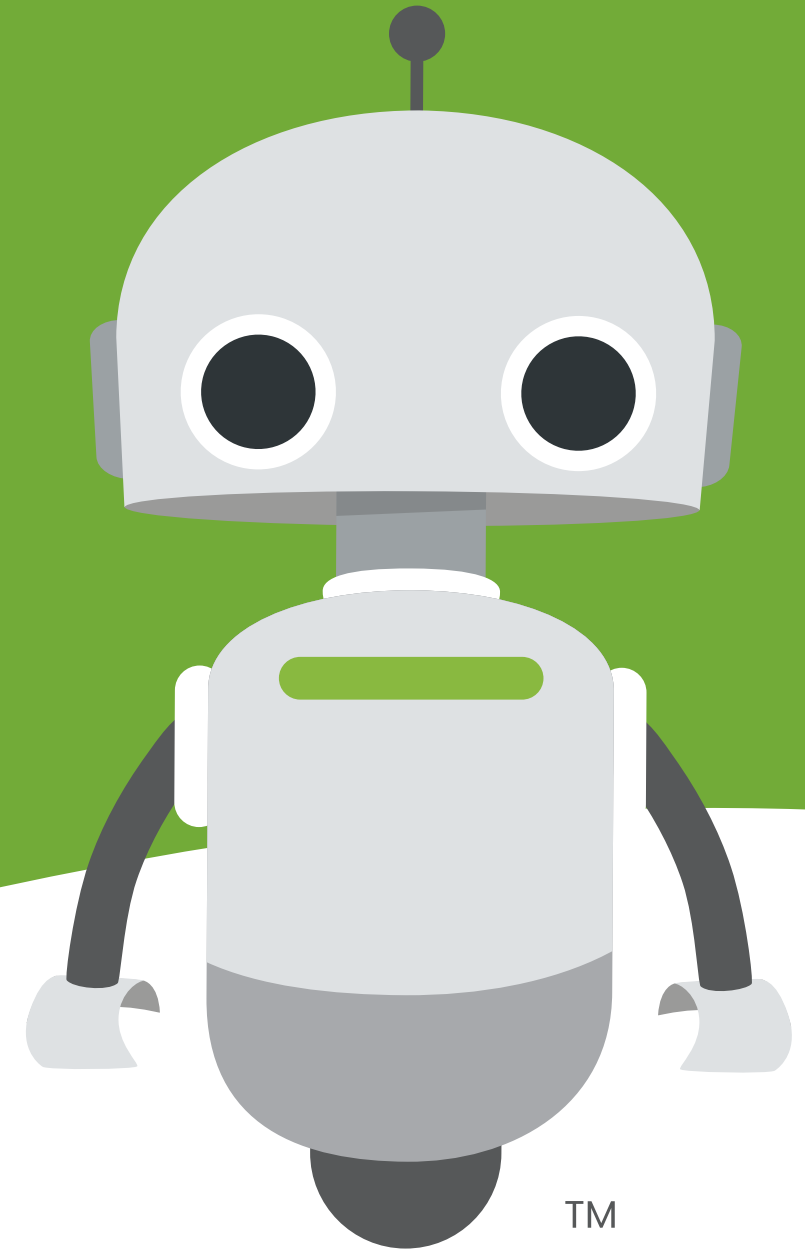


Digital Marketing Website

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.



Live Demo
**Creating a
Business Website
In 90 seconds**



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Questions & Comments



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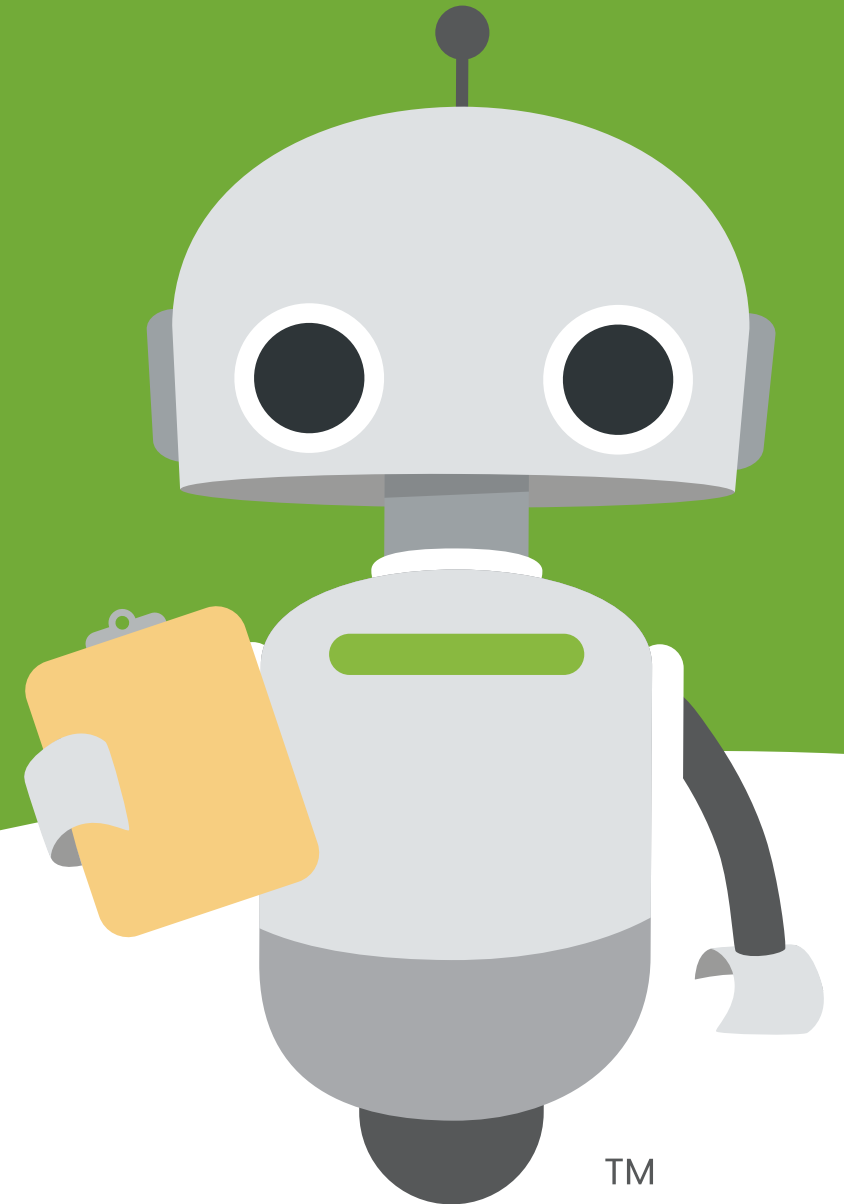
Contact Us

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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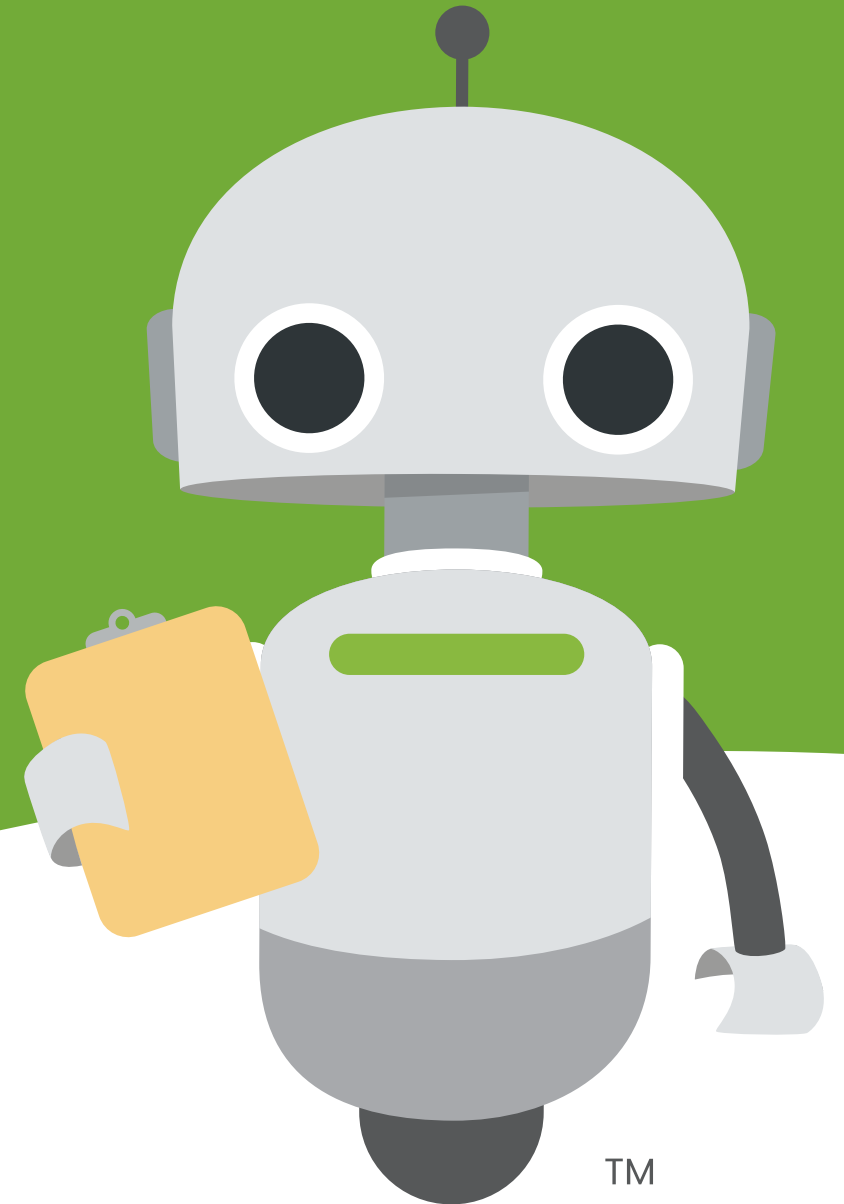
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