

# MAXIMIZE Your Advertising

PRESENTED BY: LISA M. CAMPBELL, HF CHRONICLE

HOMWOOD AREA CHAMBER OF COMMERCE



*Homewood Area Chamber of Commerce  
Homewood - Flossmoor - Glenwood  
Growing Strong Communities, Working Together!*

**HOMWOOD – FLOSSMOOR**  
**CHRONICLE**



SEO - SEARCH ENGINE OPTIMIZATION  
SEM- SEARCH ENGINE MARKETING

TWO WAYS TO MOVE UP ON SEARCH ENGINE  
RESULTS PAGES (SERPS)

YOU **EARN** IT (SEO) OR  
YOU **PAY** FOR IT (SEM)





Homewood Area Chamber of Commerce  
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Google

tire dealers near homewood il

Search All Maps Shopping News Images More Settings Tools







About 306,000 results (0.73 seconds)

**NTB® Tire Sale | Buy 3, Get 1 Free + \$75 Off**  
(Ad) [www.ntb.com/Tires](http://www.ntb.com/Tires)  
Buy 3 Tires, Get 1 Free. Addtl \$75 Off When You Use Your NTB® Credit Card. Lowest Price, Guaranteed.  
30-Day Ride Guarantee. Free Lifetime Rotations. Services: Tire Install, Rotation.  
Matteson · 5 locations nearby

**\$75 Instant Savings | Buy Tires | goodyear.com**  
(Ad) [www.goodyear.com/](http://www.goodyear.com/)  
★★★★★ Rating for goodyear.com: 4.9 - 442 reviews  
\$75 Instant Savings When You Purchase A Set Of 4 Goodyear Or Dunlop Tires. Choose Your Tires...

**Toyo Tires Tire Dealers | Your Tire Search Stops Here | ToyoTires.com**  
(Ad) [www.toyotires.com/](http://www.toyotires.com/)  
Quality Tires For Everyday Driving. Find Your Next Set At Toyo Tires! Comfortable. Long Lasting.  
Durable. Types: Multi-Terrain, All-Season, High Performance.  
Find By Vehicle or Size · Tires 101 · Toyo Tires Trial Offer

See tire dealers near home... Sponsored

 In store		
Douglas All-Season Tire \$38.00 Walmart ★★★★★ (626)	General Grabber A/T X All Season \$117.99 SimpleTire.com ★★★★★ (16)	Goodyear wrangler radial \$65.22 Walmart ★★★★★ (481)
		

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tire dealers near homewood il



### Car-x

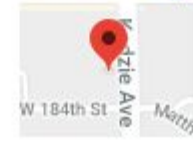
3.9 ★★★★★ (27) · Tire shop

18340 Kedzie Ave · (708) 798-8103

Open · Closes 6PM

🌐 Their website mentions **tire stores** in

Jewel-Osco



☰ More places

### Tires & Auto Service at 17935 Halsted St in Homewood, IL | Firestone ...

<https://local.firestonecompleteautocare.com> · Illinois · Homewood ✓

★★★★★ Rating: 4.5 - 47 votes

... Auto Care for the right automotive services and car repairs in **Homewood, IL**. ... With about 1,700 Firestone Complete Auto Care **stores** around the country, you ...

### Homewood, IL Tire Shops | Goodyear Tires

<https://www.goodyear.com/en-US/tire-stores/IL/Homewood> ?

View **Stores** on Map. Carx. 18340 Kedzie Avenue. **Homewood, IL 60430**. 708-798-8103 Get Directions.

De Re Tire And Auto. 17956 Halsted St. **Homewood, IL 60430**-2032. 708-957-9070 Get Directions. Midas

**Homewood**. 18070 Halsted Street. **Homewood, IL 60430**. 708-957-9295 Get Directions. Pep Boys

**Homewood**. 18024 Halsted St. ...

### De Re Tire And Auto Tire Store in Homewood | Goodyear Tires

<https://www.goodyear.com/en-US/tire-shop/Homewood+IL+60430.../000121088> ?

FREE advertising -

Cable community channel, online calendars like HFC other papers etc. Even Radio Stations 104.3 KHits Cares.

Free blurbs for “events” in many local media outlets.

Social Media

Geofencing

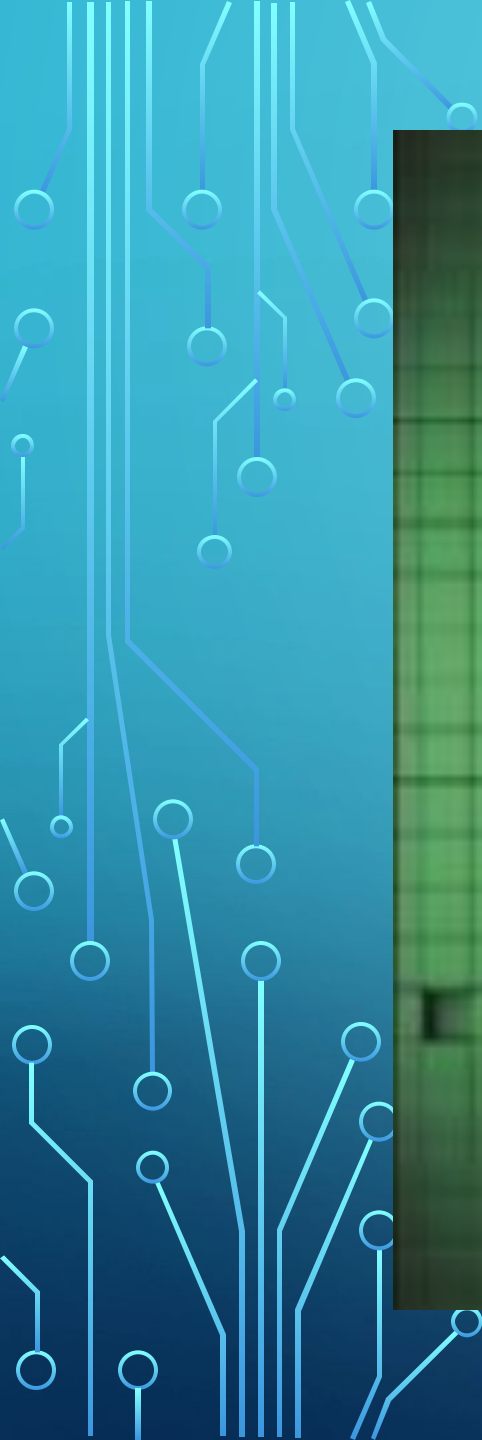
Print Advertising - market dependent -





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Vacation Bible School  
Christ Lutheran Church  
14700 S. 94th Ave. Orland Park  
June 17-21  
9am-noon  
708-349-0431



To see the full weekly  
programming schedule, visit:

[www.AccessChannel.com](http://www.AccessChannel.com)



# Google Claiming and Listings



Claim your site

Be consistent across all platforms

123 N. Main St. is NOT the same to search Engines as

123 North Main Street

Then you have to make sure you have consistency across the internet. Claimings - Google Claiming (Is this your site?) Cannot be 123 N. Main Street on your website and 123 North Main Street on Google Business listing. Silly- but this is an algorithm and these inconsistencies hurt your organic or free listings.



thomas brabec attorney homewood il



[All](#) [News](#) [Maps](#) [Images](#) [Shopping](#) [More](#) [Settings](#) [Tools](#)

About 32,600 results (0.77 seconds)

### Law Offices Of Thomas E. Brabec - Attorneys - Homewood, IL

[lawofficesofthomasebrabec.com/](http://lawofficesofthomasebrabec.com/)

Law Offices Of **Thomas E. Brabec**, in **Homewood, IL**, is the area's leading **attorney** serving Cook and Will counties and surrounding areas since 1981.

You've visited this page 5 times. Last visit: 3/20/19

### Law Offices Of Thomas E. Brabec - 11 Photos - General Litigation ...

<https://www.yelp.com> > ... > [Lawyers](#) > [Estate Planning Law](#) > [Wills, Trusts, & Probates](#)

★ ★ ★ ★ ★ Rating: 2.5 - 3 reviews

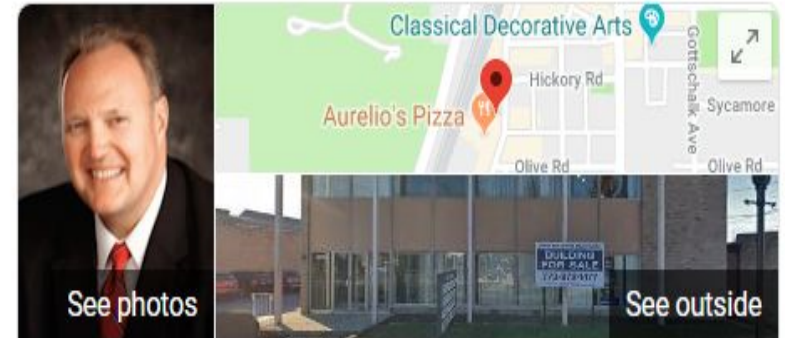
Law Offices Of **Thomas E. Brabec**, in **Homewood, IL**, is the area's leading **attorney** serving Cook and Will counties and surrounding areas since 1981.

### Law Offices of Thomas E. Brabec Law Firm - Homewood, IL - Lawyers ...

<https://www.lawyers.com> > [Find A Lawyer](#) > [Estate Litigation](#) > [Illinois](#) > [homewood](#)

★ ★ ★ ★ ★ Rating: 5 - 1 review

Law Offices of **Thomas E. Brabec** is a firm serving **Homewood, IL** in Estate Litigation, Estate Planning and Guardianship and Conservatorship cases. View the ...



## Law Offices Of Thomas E. Brabec

[Website](#)

[Directions](#)

[Save](#)

5.0 ★ ★ ★ ★ ★ 2 Google reviews

Estate planning attorney in Homewood, Illinois

**Address:** 18154 Harwood Ave #204, Homewood, IL 60430

**Phone:** (708) 960-0580

[Suggest an edit](#)



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# Geofencing - an imaginary fence to target your advertising

Used for

SOCIAL MEDIA

Digital Advertising within APPS

RE-Targeting - Cookies





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# Cyber Stalking - Retargeting

Cookies on your device- You search for something and get Re- SERVED similar things???



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# GOOD ADS are CONCISE not wordy

No need to use up every inch of space that is given to you. This applies to print and digital advertising.

# Call to Action vs. Branding

Call to Action - requires someone to ACT on your offer or sale

Branding is WHO you are WHAT you do and WHERE you do it





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# Examples of Good ads - PRINT

**Get ANY footlong for \$5.99**  
additional charge for Extras

**10% Off Party Platters**  
additional charges for extras and cannot be combined with any other offers.  
One coupon per visit. Offer expires 7/31/19

**SUBWAY** Offer only good at this location.

3323 Vollmer Road, Flossmoor • 708-922-9371



Call to Action -  
PERFECT

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## **PASSION FIRST. PURPOSE FOREVER.**

**UNDERGRADUATE & GRADUATE OPEN HOUSE**

Saturday, July 27, 10 a.m. – 1 p.m.

[www.govst.edu/openhouse](http://www.govst.edu/openhouse)



Governors State University  
1969–2019



Join us on July 17 to celebrate our 50th anniversary! [govst.edu/50th-birthday](http://govst.edu/50th-birthday)

COMBO- Branding + Call to  
Action

PERFECT!

**HOMEWOOD - FLOSSMOOR**  
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# CAN'T AFFORD NEW WINDOWS, DOORS, SIDING, GUTTERS OR AWNINGS?

Uhlmann Home Improvement Can **SOLVE** your PROBLEMS

We will **REPAIR** your Windows, Entry Doors, Storm Doors & Windows, Patio Doors, Siding, Gutters and Awnings.

**Never** *Ever* Clean Out  
**Your Gutters Again** with the  
new Gekko gutter guards keep your  
existing gutters if they're in good shape



**\$300 OFF**

Gutter  
Gekko



**3-Year Labor Warranty**

**SPECIAL-SUNSETTER SALE \$370 OFF**

*Sale ends August 30, 2019*



**SEASON SPECIAL \$78 OFF**  
**GUTTER CLEANING & REPAIR**  
& SEALING THE CORNERS



Family Owned Since 1945  
**11636 S. Pulaski • Alsip**  
**www.uhlmanninc.com**

**CALL TODAY** For Your  
**FREE** In-Home Estimate  
**708-349-0121**

*Voted Best for Home  
Improvement in the  
Chicago Southland  
for 2017*

**A**  
Angie's list



**We Offer  
Senior  
Discounts**

Replacement Windows • Bows • Bays & Garden Windows  
Storm Windows & Doors • Steel/Fiberglass Entry Doors  
Patio Doors • Awnings • Glass Block • Siding



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Too much copy

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DAVID D. MAYER  
D.D.S.

(708) 799-5353

18114 Gottschalk Avenue  
Homewood, IL. 60430

HomewoodDentalcare.com

### Family and Cosmetic Dentistry

*Dedicated to the community  
as a resident and business owner  
for over 27 years*

Branding -

PERFECT!

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# Examples of Good ads - Digital



*Homewood Area Chamber of Commerce  
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**Cocktail Chemistry**  
— CHALLENGE —  
**Thursday July 18th**  
**@ Ravisloe Country Club**

**A BARTENDING BATTLE**  
[HOMEWOODSCIENCECENTER.ORG/CCC](http://HOMEWOODSCIENCECENTER.ORG/CCC)

**HOMWOOD  
SCIENCE  
CENTER**

Digital Call to Action

PERFECT!

CALENDAR

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**Your Fur Needs  
a Vacation, Too!**

**It's Time  
"FUR"  
STORAGE**

**SAVE \$10**  
per coat with paid Storage  
and Conditioning Package

 **KLUGER FURS** *Family owned and operated  
in the MF area for 60 years!*  
Showings & Lessons  
3303 Vollmer Road • Flossmoor, IL

**708-799-5577**  
**klugurfurs.com**

Digital call to  
Action -

Almost Perfect

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# Good Websites are User Friendly and have max of 5-6 tabs For Example:

Home

Products

Contact Us

About Us

Our Team

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**Free blurbs for “events” in/on many local media outlets.  
Social Media like Facebook and Linked in and Twitter  
POSTS are FREE**

**Create an “event on Facebook - Invite people on your  
friends list. And Boost your post**





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# ALL Advertising is good - two Keys

CONSISTENCY

FREQUENCY

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# RADIO TV/CABLE PRINT ADS

Know your target market

Minimum pkgs start at 20-30 commercials because people are stupid - They need to hear or see your ad several times before it registers



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# PRINT - IS NOT DEAD!

The HF Chronicle story

Hyper local

filled a gap

Highly engaged community

High standards within the company results in excellent coverage that the community

WANTS

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# Lisa M. Campbell - HF Chronicle

[vualpha88@gmail.com](mailto:vualpha88@gmail.com)

708-548-2065

HACC Vice President and Marketing Committee Leader

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