

Process Digital Agency

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LOKAL
Overview



Lokal is an interactive digital magazine showcasing business locations through ***High Quality*** photo, video and social content.

We deliver all media through our Online and Mobile Applications for full customer viewing potential. This digital publication allows Lokal Businesses to deliver rich media experiences for readers to view, enjoy and interact with. Content is focused on generating more customers to experience real-time interactivity direct to the business.



Lokal is an interactive digital magazine and content network showcasing business locations through high quality photos, video and social content.

OUR PROCESS IS TWO FOLD:

- 1) Acquire a package of high end content that shows your business at its best.*
- 2) Distribute that content through our content network, online, mobile and social.*

Once your content is produced and delivered you will also be able to access it through our online network portal and use it as you need to fulfil your marketing goals. Our mobile publication, Lokal, will tie all participating locations together by region and deliver a rich media experience for regional customers to search, learn, and get familiar with your establishment.

The ultimate goal is to create consistent visual marketing content for your business and generate more customers and a better customer experience. We are not seeking to redo or re invent your website, only provide you with stellar content and accessibility to that content for your marketing efforts.

As our network grows your business grows you will be recognized for your quality content and gain consumer confidence in your products and services WHILE costumers are searching.

Unlike print publications

Lokal is a real-time location based digital publication

that is dynamic and constantly being updated.

It will include the following sections in each issue:

State > City > Lokal Featured

State > City > Businesses

State > City > Lokal Question & Answer

State > City > Lokal Review

State > City > Lokal Happening

Participating in the Lokal content network allows you to showcase your business direct to readers in a vivid and appealing fashion. If you own a business that fits into one of these categories then our publication is perfect for you.

Food & Drink • Nightlife • Shopping • Arts & Entertainment • Beauty & Spas • Hotels • Pets • Real Estate • Personal Services • Professional Services



Content Packages

Content Package Option 1:

- Development of a basic shooting script derived from pre-planning conversations.
- Essential coverage of your business with video based upon the shooting script
- Essential coverage of your business with photography based upon the shooting script
- Finished shots and photos catalogued and edited for distribution
- 1-2 minute edited video clip of your business with music
- All final shots, photos, and video clips uploaded to your space on our content network
- Your network space is customized with your logo, branded colors, and background aesthetic
- You are provided with links and resources to access this content and utilize it in your marketing and social media efforts.
- You are able to stream content from your portal or link directly for your customers to view.

Content Package Option 2:

- Develop a shooting script based upon a voice over for your final video clip, derived from pre-planning conversations.
- Voice over
- Essential coverage of your business with video based upon the shooting script
- Essential coverage of your business with photography based upon the shooting script
- Finished shots and photos catalogued and edited for distribution
- 2-3 minute edited video clip of your business with music and voice over
- All final shots, photos, and video clips uploaded to your space on our content network
- Your network space is customized with your logo, branded colors, and background aesthetic
- You are provided with links and resources to access this content and utilize it in your marketing and social media efforts.
- You are able to stream content from your portal or link directly for your customers to view.

Distribution Packages

Distribution Packages Option 1:

- Basic listing in the Lokal Magazine. This listing will link to your content portal and your website and provide basic information.

Distribution Packages Option 2:

- Standard listing in the Lokal Magazine. This listing will link to your content portal and your website and provide complete information:
- Text description and info about your business
- Heads up display of your best content, streamed from your content portal
- Display area for your blog content, if applicable
- Display of your Twitter feeds, if applicable
- Display of your Facebook feeds, if applicable
- Four square integration and functions
- Embedded google maps and external map link
- Inclusion in the Lokal Magazine Facebook and Twitter feed

Distribution Packages Option 3:

- Featured listing in the Lokal Magazine. This listing will link to your content portal and your website and provide complete information.
- Inclusion in the featured section of the Lokal Magazine. Your listing will always be visible upon first view of the featured section and will rotate through on the featured banner on every page of the magazine.
- Text description and info about your business
- Heads up display of your best content, streamed from your content portal
- Display area for your blog content, if applicable
- Display of your Twitter feeds, if applicable
- Display of your Facebook feeds, if applicable
- Four square integration and functions
- Embedded google maps and external map link
- Inclusion in the Lokal Magazine Facebook and Twitter feed

LOKAL Package Pricing Structure

You must choose one (1) content package and one (1) distribution package:

Content Package 1 (\$1800)

Includes: One time fee for content production

Content Package 2 (\$2800)

Includes: One time fee for content production

Distribution Package 1 (\$300)

Includes: Annual fee for basic listing in Lokal Magazine and access to content portal and steaming

Distribution Package 2 (\$500)

Includes: Annual fee for standard listing in Lokal Magazine and access to content portal and steaming

Distribution Package 3 (\$800)

Includes: Annual fee for Featured listing in Lokal Magazine and access to content portal and steaming



LOKAL Production and Delivery

Your pre-production will begin immediately. Once we have developed the appropriate script for the packages you have selected we will produce your content within our next available production cycle. We produce content in your area one per month. Once your content is acquired we develop the final versions within 14 days. You will be able to approve the final versions after this time frame. Once approved and any revisions made, your content will be uploaded to your custom portal and made active in the Lokal Magazine network as per the services you selected.

More Info Soon...

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