



# "SHOP LOCAL" MAP & ONLINE MARKETING

## LAKE FOREST, Foothill Ranch & Portola Hills

REACH **30,000** LOCAL AREA RESIDENTS, CONSUMERS & BUSINESSES !

### 1. LOCAL MAP - BUSINESSES & CITY RESOURCE:

The City of Lake Forest Chamber of Commerce in partnership with City Keeper Media is proud to announce the new Shop & Dine Local map. A distinctive, illustrated replica of the community featuring our local area Retail Shops, Restaurants, Service Businesses, Professionals & Hotels + **City & Chamber info**, facility locations, websites, Parks, Events Calendar & more **A unique map of local businesses & resources everyone enjoys & keeps!**



**30,000 + ANNUAL PRINT & FREE DISTRIBUTION**

**RESIDENTIAL - SINGLE FAMILY HOMES- 15,000**

**CHAMBER & CITY LOCATIONS, EVENTS + ONLINE**

**LOCAL BUSINESSES, RETAIL SHOPS, RESTAURANTS, BANKS & HOTELS**

**LOCAL OFFICE COMPLEXES & BUILDING LOBBIES**

**PRINT DATE: NOVEMBER 2010**

**ANNUAL**

### 2. LOCAL EMAIL, WEBSITE & SOCIAL MEDIA :

#### (1) CUSTOMER LOYALTY PROGRAM- PERMISSION BASED EMAIL

**INCREASE SALES FROM YOUR EXISTING CUSTOMERS**

**MONTHLY**

1. We capture, create, manage & grow an "opt-in" email database of your customers at your location & sign up new customers on-line.
2. We create dynamic templates customized to your business & brand.
3. We email your customers monthly your special offers, entertainment events & contests + your customer Birthday & Anniversary gift offers!

LOCAL  
COMMUNITY  
EMAIL  
WEBSITE  
ENEWSLETTER  
SOCIAL MEDIA  
MARKETING



#### (2) COMMUNITY WEBSITE + FREE LISTING + COUPON POSTING

**INCREASE SALES WHEN 1000'S VISIT OUR WEB & SOCIAL SITES**

**24/7**

Consumers **print & share** your offers & coupons posted on local community website + we post on **social media sites too!**



#### (3) COMMUNITY ENEWSLETTER - THOUSANDS "Opt-In"

**INCREASE SALES REACHING 1000'S OF NEW CUSTOMERS**

**MONTHLY**

Thousands of local **consumers** will sign-up & "opt-in" to get the local area community eNewsletter with special offers from **local businesses** and the local monthly events, contests and more!

**FREE BUSINESS LISTING  
LINKS, COUPONS, CONTESTS  
ON WEBSITE & TWITTER**

**BRANDED TEMPLATE  
OFFERS & COUPONS  
EMAILED & POSTED**



**CONTACT: CITY KEEPER MEDIA**

**CALL: 949-855-1059 EMAIL: INFO@CITYKEEPERMEDIA.COM**

**SAMPLE COMMUNITY WEBSITE VISIT: [WWW.CITYKEEPERMEDIA.COM/SJC](http://WWW.CITYKEEPERMEDIA.COM/SJC)**

**LAKE FOREST CHAMBER OF COMMERCE: 949-596-0410**