



Press Release

For Immediate Release

## **eLocal Listing – Leader in Local Search Acquires BuzzSpot**

**eLocal Listing, a leader in local internet marketing solutions acquires BuzzSpot, extending their local offering to include local radio advertising.**

**Temecula, CA (PRWeb) July 21, 2008** – eLocal Listing, the leading provider of internet marketing services to small businesses, announced that it has acquired Buzzspot, a company that provides affordable access to radio and television advertising. As a result, eLocal Listing will now add high quality and affordable radio and television advertising to its suite of marketing solutions for small businesses.

eLocal Listing began offering its radio advertising on July 14<sup>th</sup> and has already successfully trialed its television offering. Small businesses can choose from a library of business categories, using radio advertisements designed and proven to bring customers to businesses through the power of radio and TV advertising. For eLocal Listing’s advertisers, ad creation is free, and they can take advantage of our research and available templates. Up until now, television broadcast advertising has been an expensive and time-consuming endeavor for just about any business. “With over fifty combined years in advertising, media buying, Internet search, and e-commerce, eLocal Listing now provides traditional broadcast media coupled with the power of Local Search to enhance a small business’ brand and increase leads. Adding these two additional channels was a natural progression,” says Tim Judd, CEO and President of eLocal Listing.

Steve Espinosa, Director of Product Development for eLocal Listing began an incubator company in early 2008 to help small businesses engage in traditional advertising with all the same advantages as more prominent brands and businesses. “The acquisition of BuzzSpot only made sense,” adds Jeff Einstoss, VP and Co-Founder of eLocal Listing, LLC. “Steve has always been and continues to be a pioneer in the world of Search and the development of affordable marketing solutions for small business. When Steve first heard of the idea while participating at SMX, he knew it was revolutionary.”

Through a strategic relationship with Google, eLocal Listing also offers Google Audio Ads™ and Google TV Ads™ to its client base of small and medium-sized marketers. These programs are designed to bring new efficiencies and accountability to the buying and selling of offline media, and through their cost-efficient pricing models and simple online interfaces, they enable smaller businesses – many of whom are new to offline advertising – to branch out into new media. In addition to measurable near real-time results and the flexibility make changes accordingly, Google’s radio and TV advertising programs ultimately help small businesses expand their reach by encouraging marketers to complement their online search advertising campaigns with traditional advertising campaigns.

eLocal Listing is also an authorized reseller of Google AdWords™, the online advertising platform designed to help businesses of all sizes advertise their products and services at exactly the time their customers are looking for them online. Einstoss adds, “eLocal Listing’s offering of Google’s AdWords, radio and television offerings can be used individually or in combinations to create a strong marketing media mix. It also reinforces our commitment to provide leading, cutting edge and affordable advertising solutions to small businesses.”

Interested advertisers can contact an eLocal Listing at 1.877.465.0488 or check us at [www.elocalisting.com/solutions/buzzspot.html](http://www.elocalisting.com/solutions/buzzspot.html)



**About eLocal Listing**

eLocal Listing is a wholly owned subsidiary of Search Initiatives, LLC and is located in Temecula, CA. eLocal Listing specializes in managing Internet marketing campaigns for small and medium sized businesses. The company has over 150 employees and currently thousands of customers who take advantage of eLocal Listing's expertise in Internet search.

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

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