

OWNLOCAL 

LoOwnLocal.com
(512) 800-0694

OWNLOCAL 

Lloyd Armbrust
Founder / CEO



2,500 Local Partners **65,000 SMBs**

baseline **Y** Combinator
VENTURES

KF Knight Foundation

500 L E R E R
V E N T U R E S
STARTUPS AUTOMATTIC

Raised \$3.5mm

Cash-flow Positive

\$ 423B Market Size for SMB Marketing

BILLIONS



\$47.8B	Online Advertising
\$68.1B	Offline Advertising
\$88.6B	Web Design
\$13.8B	Managed Advertising
\$15.4B	Managed Mobile
\$3.6B	Managed Social
\$48.3B	Managed Email
\$54.3B	SEO
\$28.8B	Online Agency
\$51B	Digital Consulting

Simplifi

yelp 

REACHLOCAL

GROUPON

neustar

Constant Contact 

twitter 



yext

ACXIOM

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FOURSQUARE

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weebly

web.com

bing

Google

COMCAST

WIX

yodle

juicemobile

advice local



**SMALL BUSINESS
MARKETING IS HARD**



Requires a huge
dollar spend



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Self-service is
confusing



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Little trust via
phone sales



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ROI is hard to
understand



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NEWSPAPER ADS



TV ADS



RADIO ADS



OUTPUT





NEWSPAPER ADS



TV ADS



RADIO ADS



NPST

OUTPUT



THE OWNLOCAL
AUTOMATED CAMPAIGN



**AUTOMATE
CAMPAIGN
CREATION**



**AUTOMATE
CAMPAIGN
CREATION**



**AUTOMATE
SALES**



**AUTOMATE
CAMPAIGN
CREATION**

**AUTOMATE
FULFILLMENT**

**AUTOMATE
SALES**



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**AUTOMATE
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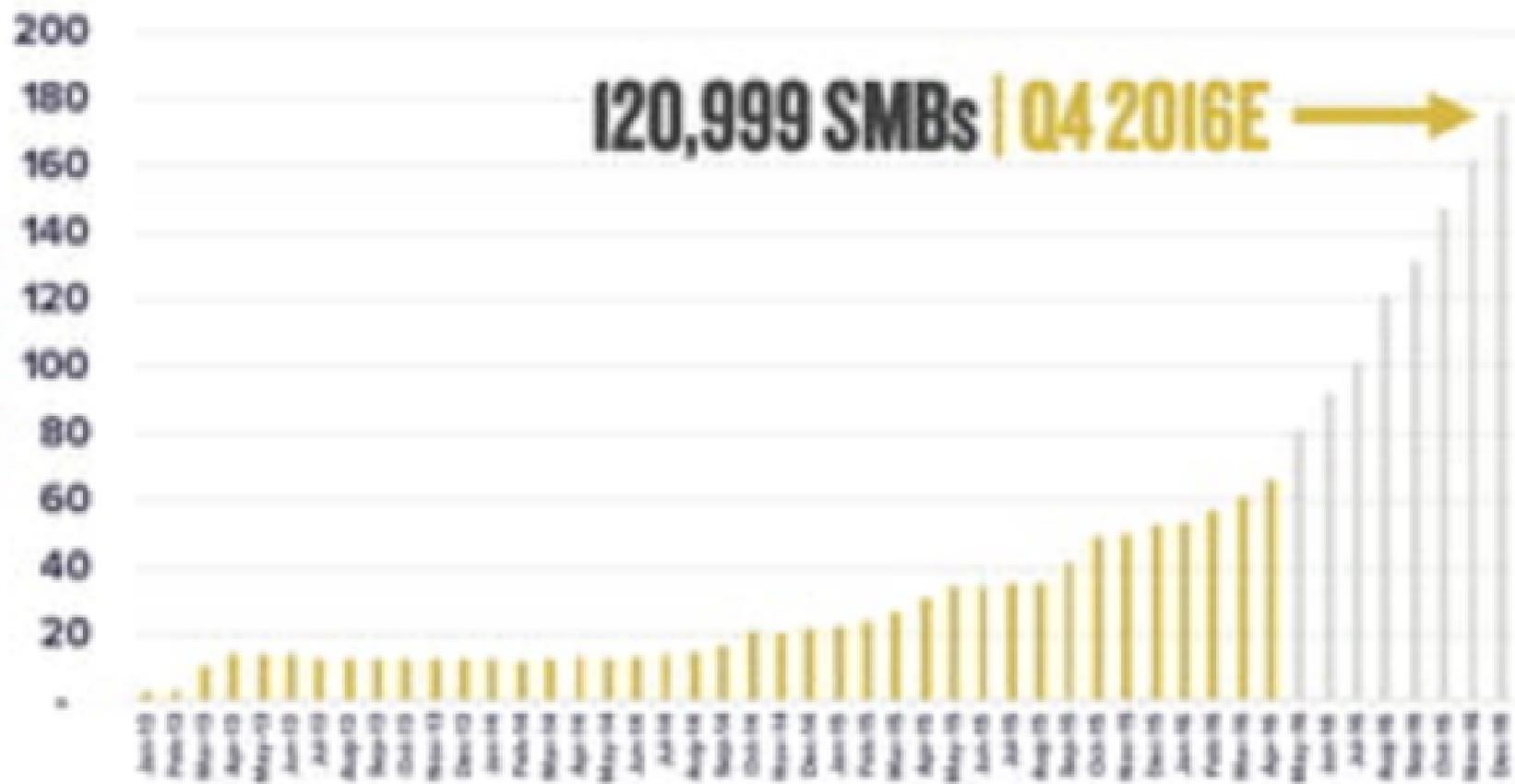
**AUTOMATE
UPSELLS**



SMB Customer Growth



SMB Customer Growth



SMB CUSTOMER METRICS

- 65k active SMBs
- 2.48% monthly churn
- \$30.72 CAC
- \$10.60 MRR per SMB
- 3.0 months to payback CAC



THE OWNLOCAL TEAM



45 Employees in Austin, TX



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