

THE SECRET SAUCE YOU'RE MISSING: OUR WORLD- FAMOUS METHODOLOGY —

Developing data-driven strategies by using human psychology and the latest martech to drive growth for businesses that want to disrupt their industries.

WE ARE TEAM YOKEL LOCAL

A decade of data-driven digital growth strategies and client satisfaction.

“

*Strategy without tactics is the slowest route to victory.
Tactics without strategy is the noise before defeat.*

— Sun Tzu

”

We're Yokel Local, a full-service marketing team with the know-how and passion to bring different marketing approaches to life. For more than a decade, we've worked with clients of all industries throughout the country, constantly standing at the forefront of strategy and technology.

What makes us different? What's the special sauce we bring to the table? The most successful brands know that real strategy starts with customer insights, and our superpower is the ability to dial in to that cognitive reality like no other.

We have team members versed in decision-making hierarchies, who can translate their knowledge of people into powerful, pivotal marketing messages.

We have internet marketing masters, each with their own expertise, who are able to isolate and target customers literally down to the way they think.

We have thought leaders, speakers, and authors who are pioneering the marketing of tomorrow and bring their insights into each of our projects.

And we have experience as a team. At the end of the day, the best skills are only as strong as how well they work together, and through a tenured track-record of teamwork success, we have collectively collaborated on countless projects over the past decade.

Simply put, we're awesome at what we do, because we do it differently than other agencies.

OUR RESULTS-DRIVEN PROCESS

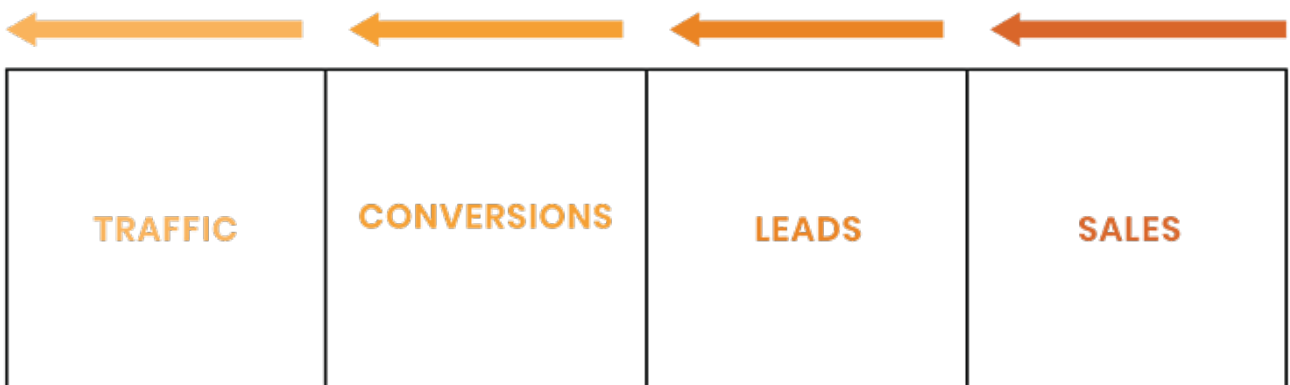
We use an agile process to implement our strategy and execution faster than more siloed project management styles

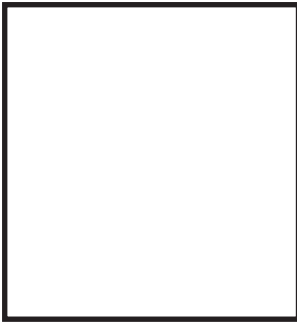
Great marketing is a lot more than doing X, Y, and Z on repeat and expecting success. It's about considering how your customers actually discover and interact with you, and then building a strategy surrounding that journey.

At Yokel Local, we take full advantage of our experience and know-how to fulfill our clients' marketing visions at both speed and scale. Through an agile process that results in unique client marketing strategies – varying from goal, to industry, to the customers we're connecting with – we deliver real results for the businesses we work with.

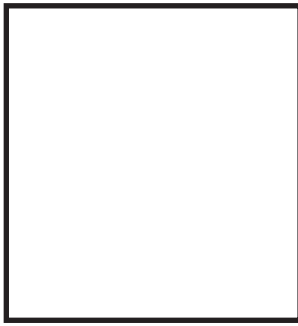
The result is a purpose-driven approach toward every marketing tactic implemented, all designed to capitalize on important insights about the audience.

RIGHT TO LEFT CAMPAIGN PROCESS





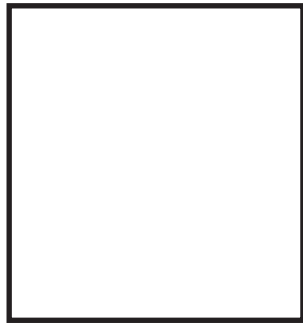
Onboard



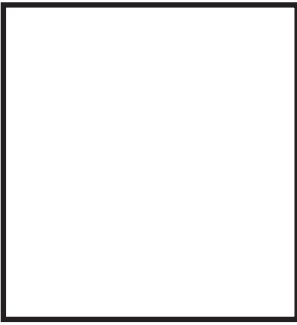
**The World's
Best Buyer
Persona®**



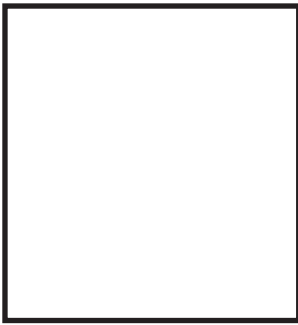
**Understand
the Customer
Journey**



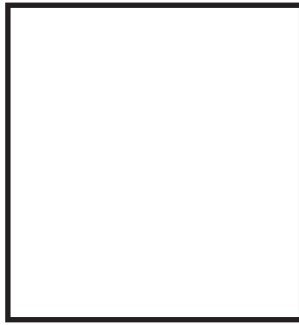
**Define
Lifecycle
Processes**



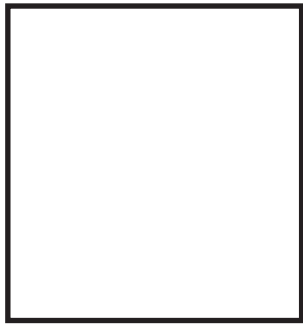
**Find Opportunities
for Engagement &
CX Improvement**



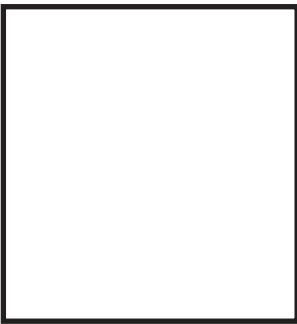
**Audit & Optimize
Online Presence for
SEO**



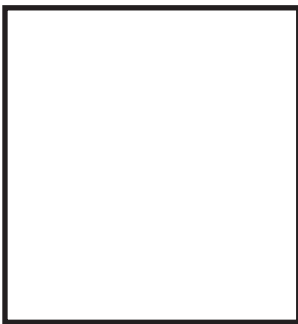
**Implement Lead
Generation
Strategies**



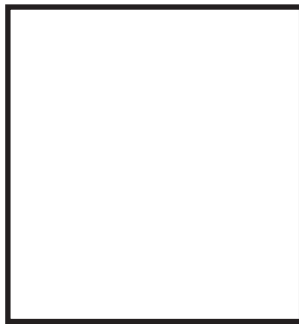
**Nurture Leads
Using Marketing
Automation
MarTech**



**Analyze Metrics &
Optimize
Performance**



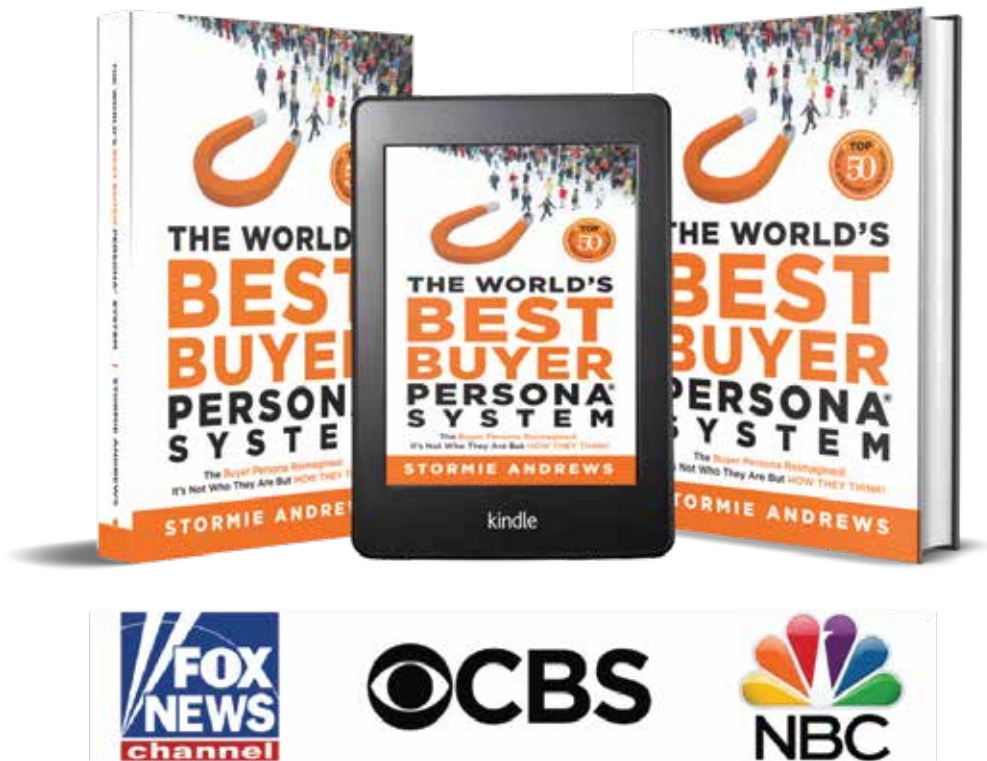
**Increase Customer
Lifetime Value**



**Create a Plan That
Marries High-priority
SEO & CRO Tactics
with a Long-term
Strategy**

THE WORLD'S BEST BUYER PERSONA® SYSTEM

We go deeper inside your ideal buyer's mind than any other marketing agency.



We have completely reinvented the buyer persona and made it the imperative first step to designing a results-driven marketing strategy.

A buyer persona is a character-driven story that helps marketers understand the real customer their business is trying to reach, defining the audience's motivations, goals, and behaviors along the way. When used by businesses the right way, these invaluable tools help convert passive tactics into full-fledged strategies that lead to real-world sales and marketing results.

At Yokel Local, we take an innovative approach toward persona development by utilizing The World's Best Buyer Persona® System, an advanced persona development plan that capitalizes on proven psychological frameworks, developed by author and Yokel Local co-founder Stormie Andrews.

The system begins by first defining who your customer truly is:

- What is their job and lifestyle?
- What problems are they seeking to solve and why?
- What emotions, thoughts, and motivations do they have surrounding these problems?

Next, the system maps out the real steps your customers take to solve those problems, as well as their questions and emotions at each stage of the journey. Remember, when it comes to your customers, it's not who they are but how they think that matters. This pivotal step delivers an optimized blueprint highlighting the messaging and mediums necessary to connect with this audience in each phase of their buyer's journey.

Finally, the system delivers a marketing framework to help put each of these insights into action, eliminating the guesswork from determining how and where to speak to your audience...

- ...before they know they have a problem.
- ...when they're deciding how to solve that problem.
- ...when they're considering buying from you.

The World's Best Buyer Persona® System has been used to help businesses reach millions of customers across the globe through their marketing. From connecting incredible goods to the consumers who need them, to selling salient services for some of the most specialized sectors worldwide, this incredible tool helps our team reach and move the right people to action, every time.

LET'S CREATE SOMETHING AMAZING TOGETHER

Contact us today for a free project quote and a conversation about how we can connect your business with the customers who drive it forward.

To find out how easy it is for our team to strengthen your business's marketing and get you the results you're after, contact us today. One of our experts will share our recommendations on strategy, the simplicities of our onboarding process, answer any questions you might have, and can even help you begin developing The World's Best Buyer Persona® for your ideal buyers!

Whether you're in need of a full-service marketing firm to take the reins or you're an experienced in-house team looking to supplement work and increase your online marketing results, Yokel Local is here to help your business reach its goals and make its marketing even better.

Contact Yokel Local today, and let's get started!

Work With Us Link

Call Us: 800-578-3331