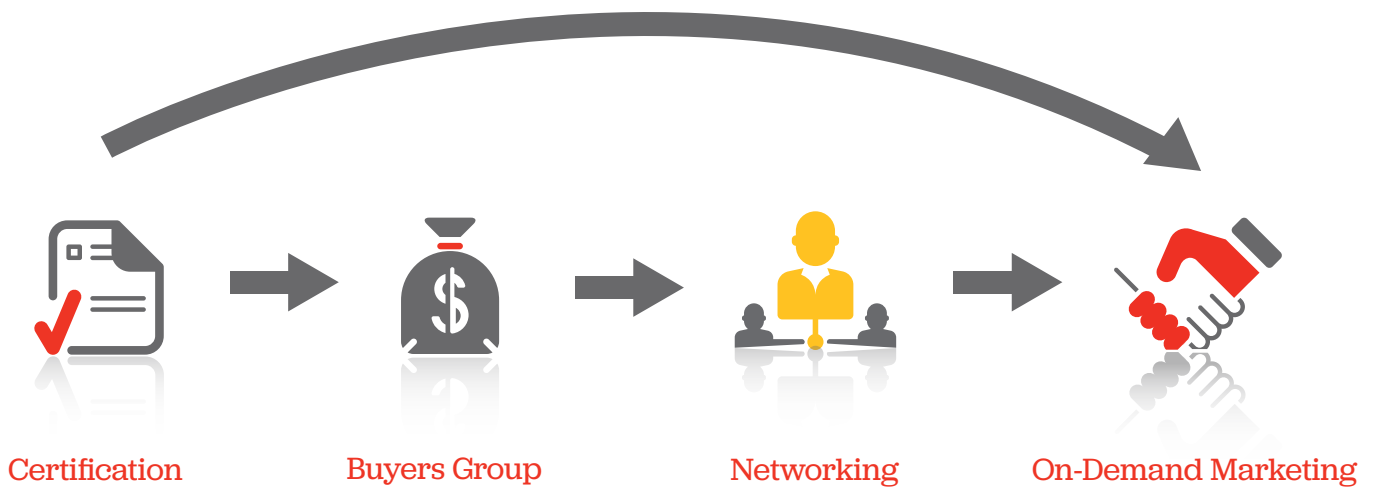


TradeCertified™

Member Benefits



Fair. Accurate. Independent. Local.

CERTIFICATION



TradeCertified™ wants to help promote your local business in a fair, accurate and independent manner.



Earning the TradeCertified™ status means you are recognized as being among the top quarter of one percent of registered small businesses, professionals and service providers in North America based on an independent audit related to sales, service, operations and customer satisfaction.



- **Exclusive Invitation**

Less than one quarter of one percent (.0025) of businesses in North America are invited to become TradeCertified™. You are being contacted because our preliminary review indicates your business meets the minimum qualification standards for membership.

- **Limited Competition**

In many markets you will likely be the only TradeCertified™ business in your community, giving you an incredible sales advantage.

- **Merit-Based Membership**

Now when a customer asks, “Why should I buy from you?” you can tell them with conviction that you are the best local merchant based on a third-party, independent evaluation of all aspects of your business.

ON-DEMAND



Social Media. We have found the premiere social media marketing experts to give you the tips and tricks needed to harness the power of the social mediasphere – Facebook, Digg, del.icio.us, Twitter and many others. These sites can be leveraged to help you be found by more potential customers, develop meaningful relationships with others in your industry and position yourself as an expert in your field.



Internet Lead Generation. Instead of looking to traditional outbound marketing, such as print advertising, consumers now start their shopping by Internet searches, reading blogs and finding helpful content shared on social media. Our experts can teach you how to get highly qualified customers to find you instead of you working to find them. Traditional outbound marketing is often viewed as an unappreciated interruption in a customer’s life. Technology is making it easier to reach consumers in a non-intrusive way, giving information only to those who want it.



Media Relations. Trying to get a story about your business picked up by the local media can be frustrating. Fortunately, having been in the publishing and media field for many years, our company can help you identify who to send your stories to and support your media marketing efforts.



Writing Support. Press releases and blogs are good for awareness but can be equally effective for SEO, drawing qualified visitors to a site and generating leads. Our writing experts help you get the most value out of press releases and blogs to improve the visibility of your company.

No Paid Winners. Fair, Accurate and Independent Results.

Certified businesses are selected solely based on merit. To maintain complete impartiality, TradeCertified™ employs independent, third-party accounting firms to validate applications submitted by small businesses, professionals and service centers in North America.

MARKETING



Search Engine Dominance. Search engine optimization gives you the tips and tricks you need to optimize your website to get found by more visitors and convert higher percentages of them to leads and paying customers. Not only do businesses need to optimize their websites to be found in search engines, but they need to convert more of these visitors to leads.



Mobile and Smartphone. Technological advances take the Internet to a whole new level. Generation X, Generation Y and now Millennials make up a greater portion of the work force than the Baby Boomers. These consumers use newer media such as tablets, smartphones and other mobile hand-held devices. Businesses must learn to adapt their marketing strategies to reach these consumers.



Emerging Technologies. As soon as you've mastered one new marketing technique, a new one comes along. We're here to help you navigate the newest technologies whether it be QR codes or something that currently is just a figment in a programmer's mind.



Video Marketing. Online video can be a great tool to generate traffic to a business website, build brand buzz, collect inbound links and build social media presence and reach. TradeCertified™ has compiled our best tips on how to take advantage of video for your marketing initiatives.



Referral Marketing. Less than 30% of companies actively follow up on referrals. We offer strategies to help you obtain a higher percentage of referrals from existing advertising initiatives and satisfied clients.

BUYERS GROUP



Members-Only Procurement. One of the advantages of becoming a TradeCertified™ member is access to our exclusive buyers group. Our nationwide network of vendors offer TradeCertified™ businesses savings on everything from office supplies and shipping to health care insurance and fleet vehicles. With the strength in the number of quality businesses that are TradeCertified™ we are able to negotiate rates usually well below what a business can procure alone.

NETWORKING



Member Blogs/Forums. One of the best resources out there for support and advice on almost any topic related to your business is your peers. We give you the opportunity to connect and converse with business owners across the country.



Conference Calls. If you want to delve into a topic in-depth, jump on one of our monthly conference calls. We cover everything from TradeCertified™ membership benefits to featuring marketing and business experts.



Fair. Accurate. Independent. Local.

To find out more about our exclusive member benefits, visit:

[TradeCertified.com/Join](https://www.TradeCertified.com/Join)



Example of point of purchase materials included with each approved location.

Each industry receives marketing materials tailored uniquely to its business. Imagine a qualified homeowner walking into your showroom and being surrounded by independent, third-party accolades about your local business.

Shown At Left:

Collection of marketing materials for TradeCertified™ including poster, door hanger, certificate and sticker.



Fair. Accurate. Independent. *Local.*

LOCAL CERTIFICATION DIRECTOR

Scan QR for more info about TradeCertified™

