

CONVERT \$BILLIONS IN GO LOCAL BUYING POWER TO YOUR SALES INCOME



According to a 2016 survey of GO LOCAL consumers say they are more committed to local purchasing than ever before.



114,000 or 91% say locally owned businesses are very important to them.

81,000 or 65% say they are more likely to choose a local business than 5 years ago.

Are you a locally owned business?

88,000 usually or always qualify a locally owned businesses before buying.

JANEEN EXT. 2

TERRY EXT. 4

AMANDA EXT. 3

CONTACT: info@golocal.coop • golocal.coop • 707-888-6105 • 2455 Bennet Valley RD Suite C111 Santa Rosa, CA 95404

JOIN NOW

If You Want to GO LOCAL

- Includes use of brand and business directory listings in print, mobile and web.
- Qualified members may also become a Rewards Card merchant.
- Members are eligible for marketing and promotional campaigns

GO LOCAL Member Types Annual Sonoma County Sales	TIER 1 BUSINESS and ORG. \$0-\$100K	TIER 2 BUSINESS \$101K-\$500K	TIER 3 BUSINESS \$501K-\$10M	TIER 4 BUSINESS \$10M+
Annual Member Fees	\$150	\$250	\$500	\$2,500
Terms	Pay annually by check, or pay online with credit or debit card at golocal.coop/join			

125,000 GO LOCAL CONSUMERS BUYING POWER BY CATEGORY

GO LOCAL has created a special consumer group. They place an elevated importance on buying from locally owned businesses.

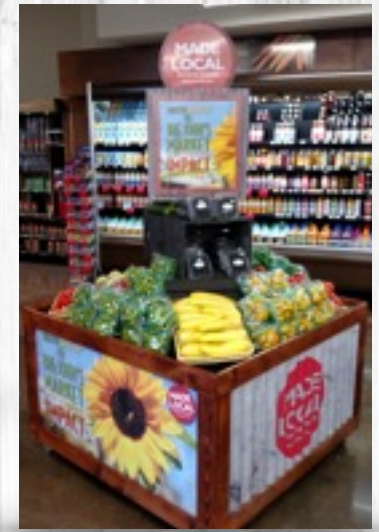
Every GO LOCAL business can benefit from marketing to this consumer group.

Because of space limitation, we can't feature every category here, but we'll research your category if it's not included.

A Word About How We Define the GO LOCAL Consumer

In the 1990s Paul Ray, renowned author and social scientist, coined the phrases Cultural Creatives and LOHAS (lifestyles of health and sustainability) to describe the emergence of a societally conscious consumer group that represents about 30-35% of the North Bay population. Essentially, they are above average in how much they care about sustainability, health and socio-economic issues. GO LOCAL has tapped into this group as our loyal followers and participants.

CATEGORY	ANNUAL BUYING
APPAREL & JEWELRY	\$145 MILLION
AUTOMOTIVE MAINTENANCE/REPAIRS	\$74 MILLION
COMPUTER	\$15.5 MILLION
EYEGLASSES & CONTACTS	\$6.4 MILLION
FOOD & BEVERAGE	\$611 MILLION
FURNITURE	\$36 MILLION
HOUSEWARES AND APPLIANCES	\$37 MILLION
LAWN & GARDEN	\$29.4 MILLION
PERSONAL CARE PRODUCTS	\$31 MILLION
PETS	\$38 MILLION
READING (MEDIA AND HARDWARE)	\$9.5 MILLION
REMODELING & MAINTENANCE	\$150 MILLION
TV/AUDIO/VIDEO	\$85 MILLION
TICKETS ENTERTAINMENT/EVENTS	\$44 MILLION



USING THE GO LOCAL BRAND TELLS CONSUMERS YOU'RE LOCAL

GO LOCAL
Consumers

91%

say it's important

GO LOCAL
Consumers

70%

verify before buying

GO LOCAL
Consumers

125,000

and growing

The GO LOCAL brand generates 500 million impressions yearly. It's how our fans identify where they shop.

GO LOCAL MEDIA: 100% PURE LOCAL!

GO LOCAL MEDIA

Made Local Magazine

Pocket Guide

Digital Newsletters and E-blasts

Web and Mobile

Broadcast Radio

In-store Radio

In-store Display Systems

Rewards Card

Facebook Campaigns

Digital Outdoor (US 101)

Sonoma County GO LOCAL
Published by Megan McCoy IT · July 17 at 12:41pm · 18

There are more than 600 children in foster care throughout Sonoma and Marin County waiting for a loving home like yours. *Seneca Family of Agencies* has been partnering with Bay Area families to support youth since 1985. Change the world, become a foster parent! Visit <https://www.senecafoa.org/> today

18,081 People Reached

354 Reactions, Comments & Shares

288 Like	277 On Post	11 On Shares
19 Love	18 On Post	1 On Shares
1 Sad	0 On Post	1 On Shares
3 Comments	3 On Post	0 On Shares
43 Shares	41 On Post	2 On Shares

262 Post Clicks

107 Photo Views	55 Link Clicks	100
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NEGATIVE FEEDBACK

- 1 Hide Post
- 0 Report as Spam



KRCB

