

TRINIDAD & TOBAGO YELLOW PAGES



**Find More!
Do More!**

The only triple play (print, online, mobile)
yellow pages provider in T&T!

The state of the art incarnation of the Trinidad and Tobago Yellow Pages(TTYP) powered by bmobile brings:

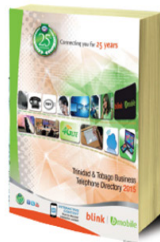
- Print – Over 400,000 copies
- Internet – Over 5 Million Searches
- Mobile App – Over 90 Thousand Download together to promote and advertise your business.

International research has shown that the modern shopper more readily aligns themselves to brands and services that appear to be forward thinking and innovative. Through understanding this trend, TTYP has extended its accessibility from traditional print with an online presence and our mobile TTYP app.

Delivering Customers

Trinidad & Tobago Yellow Pages gives you 3X The Reach

No other advertising medium delivers customers to your business like the Trinidad & Tobago Yellow Pages



PRINT, INTERNET AND MOBILE WORKING TOGETHER TO BRING CALLS TO YOUR BUSINESS.

Among calls generated from Yellow Pages advertising, 44% of those come from consumers visiting an advertiser's website after seeing their Yellow Pages ad. 56% of calls are generated directly from the print ad.

PLEASE CONTACT YOUR ACCOUNT MANAGER.

powered by  bmobile

Types of Buyers

2 groups of buyers use the Yellow Pages

60% CUSTOMERS WHO KNOW YOU

- Recommended Customers
- Customers Reached by Advertising
- Solicited Customers
- Passers-By
- Former Customers

Studies show that 60% of Yellow Pages users know the company they are looking for. A prominent ad in the Yellow Pages ensures that you can be reached by the people who are searching for your name and not distracted by your competitors' advertising.



40% CUSTOMERS WHO DON'T KNOW YOU

- Newcomers & Travelers
- Emergency Customers
- Dissatisfied Buyers
- Infrequent Buyers
- Comparison Shoppers

The remaining 40% of Yellow Pages users aren't looking for a specific company. A prominent ad in the Yellow Pages ensures that they will see your product or service in the category they are searching.

THE PRODUCT



ON AVERAGE 30% OF CUSTOMERS, WHO WERE LOOKING FOR A SPECIFIC COMPANY CONTACTED ANOTHER BUSINESS.

Strength of Trinidad & Tobago Yellow Pages

5 Unique Strengths That Build Your Business

CIRCULATION

90% of households have the Trinidad & Tobago Yellow Pages*. 400,000 copies of the Trinidad & Tobago Telephone Directory are delivered free to all residences, businesses and visitor accommodations. This is complemented by online & mobile usage

EXPOSURE

The Trinidad & Tobago Yellow Pages is available 24 hours a day, 7 days a week in print, online and mobile whenever buyers are ready to make a purchase

USAGE

70% of adults surveyed used the directory in the past year

RESULTS

70% follow-up with a call or visit to a business they found in the Trinidad & Tobago Yellow Pages. 60% of people purchased a product or service after consulting the Trinidad & Tobago Yellow Pages

VALUE

No other medium combines the exposure, usage, circulation and results providing a high return on investment in Trinidad & Tobago

SEARCH ENGINE MARKETING (SEM)

SEM allows you to place your advertisement in front of potential customers at the precise time they're ready to buy but pay only when someone clicks/visits your website or landing page.

TTYP's SEM services is an effective and affordable way using a Google Certified Premier SME Partner, to reach customers in your service area at the precise time they are searching for products and services you sell.

You can then sit back and reap the benefits of greater traffic towards your business all without lifting a finger.

Visit our booth to speak directly to one of our representatives and learn more about how you can put the TTYP to work for you and your business!



Find More! Do More!