

Local Site Submit's Google My Business Video Featuring Alex From Target Educates SMBs About Bad Data

Local Site Submit, a digital presence management company, releases new video about accurate directory listings for SMBs featuring #AlexfromTarget & the #AlexFanGirls.

Dallas, TX (September 8, 2015) Local Site Submit, an Advice Interactive Group company, today has announced the release of their newest #MoData video starring Alex Lee (Alex from Target). Earlier this year, they kicked off this campaign with their "[I'm All About That Data](#)" music video, which has garnered a lot of recognition from the digital marketing industry and the online world.

Advice Interactive Group and Media Distribution Solutions partnered together on this new video to bring a fun and exciting twist to a serious business issue. The video features three #AlexFanGirls (Tyra Fernandez, Madison Glider and Chloe Hermansen) trying to find Alex from Target after he sent a tweet inviting his fans to join him at Delish Bubble Tea in McKinney, Texas. Using location data from multiple Google My Business listings, the girls desperately search for the correct address while Alex, who is eagerly awaiting his fans' arrival, attempts to entertain himself. Do the girls find Alex? [Watch the video and find out!](#)



Bernadette Coleman, CEO of Advice Interactive Group, said of the #MoData campaign, "Being able to use a young, newly discovered Internet sensation like Alex from Target is a perfect tie-in to the concept of the importance of the Internet to any business. The Internet made Alex an overnight sensation. Similarly, bad data can have the reverse effect on a local business and devastate them."

Based on sample of 200,000 businesses, more than 75% had incorrect data in national directories. A business's online visibility is its most valuable asset. Accurate location data is the difference between a business being found on Google, Yahoo, Bing and directory websites, or not. You can run a free visibility report at LocalSiteSubmit.com.

This video campaign incorporates community participation by offering the chance to win an autographed Alex from Target t-shirt. Entries can be submitted by sharing this video on any social media channel OR sharing a photo drinking bubble tea. The #MoData hashtag must be included with either type of entry.

Watch the video <http://bit.ly/MoDataGMB> and share NOW for your chance to win!

Press inquiries, questions about our technologies or becoming a reseller email BColeman@AdviceInteractive.com.

About Advice Interactive Group

Advice Interactive Group is an award winning Digital Agency and Technology Company focused on improving visibility across the digital universe through search, social, local search and design. Recognized as one of the fastest-growing interactive agencies in the U.S. by Inc. 500 (2012, 2013 and 2014), Advice Interactive built its reputation through successful partnerships with top brands. The agency excels with proprietary local search technologies and strategies delivered by a handpicked team of experienced digital professionals. For more information, visit <http://www.adviceinteractivegroup.com>.