

Is Your Business Ready for the *New Inglewood*?

A DIGITAL GROWTH BRIEF FOR LOCAL BUSINESSES

01 — Inglewood Is *Changing*

Inglewood is becoming one of Southern California's fastest-growing cities. With new housing, world-class entertainment venues, surging tourism, and renewed local investment, the city is transforming unlike ever before.

New residents and visitors arrive daily — and long before they walk through your door, they discover businesses online.

 NEW HOUSING	 TOURISM & EVENTS
 LOCAL INVESTMENT	 VISIBILITY



THE FORUM • A LANDMARK OF INGLEWOOD



MARKET STREET



SOFI STADIUM DISTRICT

02 — Customer *Journey*

				
Google Search Customers type and judge in seconds.	Google Reviews Trust is built or broken by stars.	Social Media Aesthetic and recency signal quality.	Website Modern sites reassure; outdated ones doubt.	Customer Visits The digital journey becomes physical.

"Your digital presence is often your first impression."

WHY NOW?

Inglewood is entering a new era. Businesses that invest in their digital presence today will be *better positioned to capture tomorrow's customers.*

The city is changing. Is your business changing with it?

03 — Ask *Yourself*

 Is my website modern and mobile-friendly?	 Can customers easily find me online?
 Do my photos represent my business today?	 Do I have recent Google reviews?
 Can customers quickly contact or book with me?	 Does my online presence reflect my quality?

04 — Why It *Matters*

Customers research businesses online before purchasing. Digital branding builds **trust, credibility, and visibility.**

97% search online to find a local business	87% read online reviews before purchasing
75% judge credibility by website design	88% trust reviews as much as recommendations

05 — Let's *Collaborate*

 Website Design	 Brand Strategy	 Brand Identity	 Google Business Optimization	 Digital Marketing Strategy	 Customer Experience Ideas	 Creative Consulting
--	--	--	--	--	---	---

*"Your business has already built its reputation. Let's build the digital presence it **deserves.**"*



THE NEW INGLEWOOD • A CITY REIMAGINED



twofourteenth.

 www.twofourteenth.com

 twofourteenth@gmail.com

