

INTERNET MARKETING

THE MOST EFFICIENT AND EFFECTIVE WAY TO GROW YOUR SMALL BUSINESS



GOOD NEWS

You can sell your products and services online and generate qualified leads, at a fraction of what it costs to do so elsewhere.



BAD NEWS

Most Small Businesses don't know how to do it!



ANSWER THE FOLLOWING



WHAT MAKES YOU DIFFERENT?

From your competitors... Besides; high quality, on-time delivery and reasonable prices... those are table stakes (i.e., you don't get in the game without them.)



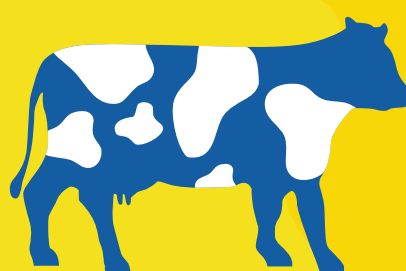
WHY DO YOUR CUSTOMERS CARE?

Ask your BEST customers why they do business with you. Now write it down.



WHAT IS YOUR NICHE MARKET?

You're not WalMart & you can't compete on price on the Web. You have to compete on value and the way to do that is to specialize. **Be half-an-inch wide & a mile deep!**



HOW ARE YOUR COWS?

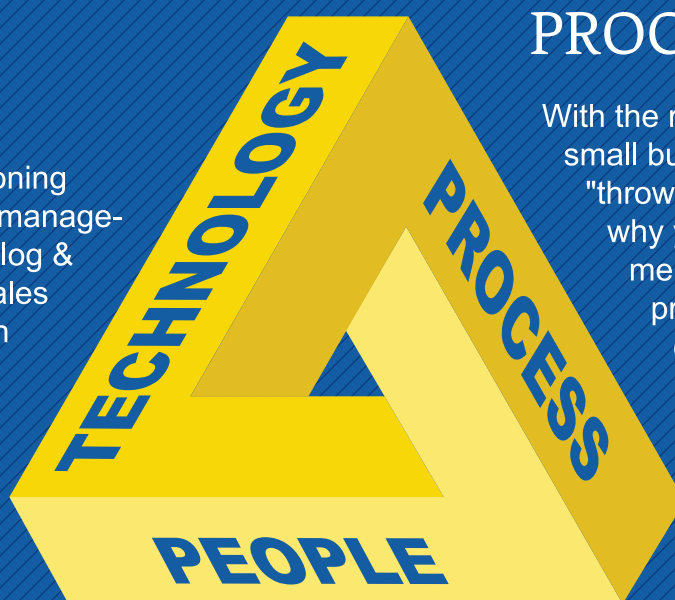
Yes, really! COWS (Cost Of Web Sales). The less you spend to make sales (COGS-Cost Of Goods Sold), the more profitable you are. COGS gobble up profits! Your COWS should be a lot smaller than your COGS!



WHAT YOU NEED TO SUCCEED

TECHNOLOGY

You need a robust, high-functioning dynamic Website with content management system, ecommerce catalog & shopping cart (if applicable), sales lead generation system, search engine optimization, ad words (pay-per-click), local optimization, email marketing, social media, analytics & reporting.



PROCESS

With the risks involved with running a small business, you can't afford to just "throw-up" a Website anymore. That's why you need to implement documented, repeatable and successful processes related to THE 5 C's (below).

PEOPLE

Who is going to do this work? It's not going to do itself... Do you have qualified people to help you?

THE FIVE C'S

THE SECRET TO YOUR ONLINE SUCCESS



CONTENT

What does your Website SAY about you?

Is it relevant and significant to your target audience? Do you frequently update it? Is your information current? If not, your Website visitors will leave (in 8 seconds)! Worse yet, they probably won't find you...



COMMUNITY

Be the center of influence. Be the 'Go-To-Guys' in your (and your customers, prospect & suspects) community. Participate & Engage! Show them that you know what you are talking about. Demonstrate your expertise through your Website and participation.



COMMUNICATION

Regular and frequent dialogue with your customers, prospects and suspects is the only way to go. Answer their emails and questions & share information openly. Give them a reason to trust you!



COMMERCE

Is a two part definition: You are either selling your products online (eCommerce), or generating (more) qualified sales leads from the Web. Or, you are doing both at the same time! Either way, you are reducing the cycles in the sales process (Suspect - Prospect - Lead - Qualified Lead - Proposal - Close), by 2/3 (or more) when your customers buy from you online!



CUSTOMER SUCCESS

Your customers, prospects & suspects are at your Website to make a buying decision. Give them what they want, when they want it & how they want it. Back-up their good decision to buy your product or service with whatever they need to move forward!