

Webmarketing™ Services (a description)

Web Marketing (a form of Advertising) consists of a lot of varied tasks, and elements to be put in place and coordinated or managed on a regular basis. For the DIY (Do It Yourselfer) monitoring and tracking the total costs can be very difficult and therefore is usually represented on a businesses operating statement as improperly allocated costs or we will refer to them as “hidden costs”. They realistically affect the operational bottom line through loss of productivity in many areas. So therefore, Web Marketing is usually not identified on the statement other than a few identifiable costs such as Web Hosting and Direct Ad Campaigns or Media Spends. This does not provide the business owner with a factual cost on the Operating Statement, especially if the business employs staff people to operate their website and social media Online Presence.

Through the process of Out-Sourcing (DFY Done for You) the necessary activities of Online Brand Development and Business Visibility and Findability, the Business Owner can track and manage the cost of the marketing activity we label as **Web Marketing**. This is an **Advertising expense** much the same as a Billboard Advertising Contract might be without having to arrange for rent of the land, construction costs of the sign structure, and costs related to creating the visual display and maintaining the structure and display over time.

A Webmarketing™ Services Agreement can consolidate all the disparate functions and related activities of creating and maintaining an Internet Business Presence into ***a single monthly fee that can be budgeted and managed***. Some of these functions may include but are not limited to:

- Website Hosting Rental Fees
- Internet Domain Name Registration Fees
- Creating Websites - coding and website design work
- Securing and protecting Web related Assets
- Internet Branding and Graphics
- Email and Contact List Creation and Maintenance
- E-commerce Routines to facilitate online product and service sales transactions
- SEO Search Engine Optimization of Website Content
- Content Creation for Website and Social Media Presence
- Managing Social Media Customer Engagements
- Set up of Sales Funnels for Lead or Prospect Acquisitions
- Customer Relationship Management and Email-Newsletter Campaigns
- Creating, Monitoring, and Maintaining Online Directory Listings
- Creating and updating Website Pages with new original Content
- Off-site Search Enhanced Linking to maintain Site Traffic and Visibility
- Social Media profile maintenance
- Managing and Creating Paid Ad Campaigns with Google, Bing, Yahoo, and Facebook, etc.
- Creating and managing an effective Blogging Strategy and Taxonomy
- Qualifying the business owner as an Expert Online with “Authorship Ranking”.
- Creating your “Authority Network” to enhance Search Rankings.

- Maintaining proper website markup and avoiding Search Index penalties.
- Keeping all your software updated for security against hackers.
- Maintaining regular back-ups and crash avoidance preparedness.
- And many other evolving and necessary tasks that will be updated in real time at the following link: <http://webarketing.com/elements/>
- Staying current with evolving trends and best practices of Web Marketing tools and procedures

We have created the **Webarketing™ Services Agreement** to facilitate a program for business owners that would like to out-source these functions and have an identifiable line item cost for **Web Marketing Advertising** on their operating statement.

It is a program that lets the business owner determine their monthly budget (can be reported as accrual accounting or cash basis depending on each business accounting procedures). This amount will be paid to a Webarketer™ (person or company that performs the services mentioned above) in the form of a Monthly Recurring Prepaid Retainer. This Retainer payment represents the maximum spend that the Webarketer™ agrees to not exceed in a monthly period. An itemized statement of actual services rendered can be provided showing the current balance of the Advertising account with the Webarketer™ and adjustments can be made with simple phone and email communications based upon the current or changing needs of the business owner.

This program can be cancelled at any time with a 10 day written notice and payment of any outstanding balance.

See the article below by the author: Howard Howell for a further explanation of how Web Marketing should be considered in the age of the Internet.

Why Advertise?

Why advertise when you can Tweet for FREE?



In addition, you can post on Facebook for free, join LinkedIn for free, +1 and share on Google+ for free, send an email for free, or make a cold call for free. You can even Blog for free.

Then **why** should you **spend money to Advertise** your business, product, or service?

If you are serious about your business, I can think of a number of reasons why you absolutely should pay money to advertise.



A pioneering entrepreneur and founding father of the automobile industry, put it this way.

“A man who stops advertising to save money is like a man who stops a clock to save time.”
~Henry Ford

You cannot build a successful business without advertising it. You cannot gain extra time by simply stopping the clock. Time is money and you have to spend time or money to make money.

No FREE LUNCH



We can argue that nothing is really free. To perform the free tasks that I have mentioned will take time and effort by somebody, whether it is you or someone you hire to do it for you. The problem with the free methods are that there is no “direct identifiable cost” associated with them.

Not to mention, that the single biggest hidden expense in business is mistakes. And mistakes made by DIY advertisers can often take a long time and lots of money to correct.

Advertising is an identifiable expense on your operating statement. And, with digital advertising you can quantify it's effectiveness with a return on investment (ROI) metric.

Most people avoid this expense because they don't know how to measure the results and they don't understand the long-term benefit of consistent exposure and customer impressions. And, many people shy away from spending money BEFORE they see the results.

I guess they don't have enough faith in their offering that people will want it when exposed to it.

Think about this concept for a moment... If someone showed you how you could **spend \$100 and get \$200 in return every time you spent it**, you would probably not hesitate to write \$100 checks all day long.

I maintain that the 3 keys to biz success are:

- Customers
- Revenue
- Profit

And, the master-key to biz success is: Finding the right audience for your unique product/service offering by exposing yourself to them at a cost less than the income you receive for your advertising efforts.

Determine the real bottom line value of each customer and then put together an advertising campaign that you can measure results and modify to achieve a profitable return. Then repeat it consistently.

Digital Advertising across multiple display devices



4 reasons you should advertise online today

1. You can **control an advertising campaign** by directing it to your target audience and refining it to improve your results through monitoring proper performance metrics.
2. You can **deliver a personal message** at the exact right time when your customer is looking to purchase your product/service.
3. You can **create continuing awareness** for your brand to move your customer through a strategic and automated sales funnel.
4. You can **add credibility to your brand** by appearing successful among your peers. This may be the tipping point in a customer's mind at the time they decide to buy from you. Remember that perception is reality in the mind of your customer. You can influence that perception with paid advertising.

Why not work smarter, not harder by hiring a professional advertiser while you spend your time perfecting what is unique about your service?

This is a reprint of an article posted at <http://senseableselling.com/why-advertise/>

For more information or questions you may contact the author at <http://HowardHowell.com> or <http://WebWizardryWorks.com> online or via phone or email.