

## The WSI Opportunity

We believe the WSI opportunity to be one of the most attractive business models available in the varied franchise marketplace. Often referred to as "the white collar franchise," we enjoy the distinction of providing professional business-to-business services in an industry dominated by fast food and home service offerings. Our franchisees enjoy minimal overhead costs and never have to start work before dawn to get the donuts ready for the morning rush. They set their own schedules and work towards building the business they really want. They are trained and certified as WSI Digital Marketing Consultants and maintain the status of trusted business advisors who specialize in making companies more profitable online.

WSI Digital Marketing Consultants realize amazing opportunity, coupled with esteem and pride, through association with our global brand – a name and reputation that have become synonymous with worldwide leadership in the Internet consulting arena. Since our inception in 1995, we've watched 19 competitors enter – and then leave – the industry space in which we operate. And during that time, we've established that the WSI brand is much more than a name. At WSI, our global brand position leverages years of innovation and success.

- **Our Objective:** to deliver the ABCs of Digital Marketing Success to SMEs globally
- **Our Methodology:** the WSI Internet Solutions Lifecycle System™
- **Our Advanced Solutions:** powered by WSI Modular Development Technology™
- **Our Global Repository Of Products And Services:** the WSI eMarketplace
- **Our Customer Service Excellence:** achieved through global reach and local touch

While the WSI brand gives clients confidence in working with a global organization, it is our proven systems and infrastructure that deliver the results for them. Built through years of research and development, WSI's patented tools and technologies – coupled with an eMarketplace of proven, affordable production centers and suppliers throughout the world – allow our franchisees to enjoy unprecedented economies of scale. This remarkable blend of brand reputation, proven systems, and supplier eMarketplace, renders our Digital Marketing Consultants as experts, before they've even begun. This is, in part, WSI's unfair advantage.

For those looking to enter the world of entrepreneurship, a business in a high-growth industry with minimal overhead, no inventory, and generating revenue is a compelling proposition. Now couple this business model with a franchise system, offering a proven method for doing business, training and mentoring, and ongoing support, and you've got a blueprint for success.

## The ABCs of Digital Marketing

Like any aspect of business, achieving success online takes a great deal of planning, focus and a thorough understanding of proven technologies and techniques. Through WSI's many years of experience in the industry, we know just what it takes to develop effective digital marketing solutions that extend far beyond websites. We've found that as a business tool, the Internet offers incredible potential when three simple – yet crucial – principles are followed. We call them the ABCs of Digital Marketing Success, and they provide a comprehensive understanding of just what it is our Consultants do (and why it's worthwhile for SMEs to invest in our solutions).

These ABCs are used by our franchisees when making presentations to prospective clients. They have proven to be an effective, easily understood way to explain the benefits of the WSI process.

### A: Advanced Technologies

The Internet offers unlimited opportunity for business, and new digital technologies are being developed every day. These technologies are a lot for SME leaders to keep up-to-date with, which is why they need expert consultants from WSI to show them the way. WSI Digital Marketing Consultants provide real business benefits – like increased revenues, decreased expenses and enhanced efficiencies – through advanced digital technologies.

There are a number of aspects to consider when establishing an online presence for our clients, such as affordability, efficiency and usability. Since those are often the top priorities of our clients, they are equally important concerns for WSI.

Online business solutions can be deployed quickly, without sacrificing quality or features, through the WSI eMarketplace. With more than a decade of experience in the digital marketing industry, WSI has conducted extensive customer research to identify which features most businesses require in their online business solutions. Based on those findings, we have built an entire library of advanced technologies. Using the WSI Modular Development Technology, our Consultants can develop advanced digital solutions that incorporate a wide variety of features.

### B: Build Targeted Traffic

Once the client has an established online presence, the next step is to market that business to potential customers and build targeted traffic. To do this, our Consultants use the WSI Lifecycle System to determine the online needs and opportunities specific to the client. A complete and measureable lead generation strategy will be developed for the client, which will include a range of Internet marketing tactics to drive targeted traffic to the client's site.

One of WSI's specialties, advanced Pay-Per-Click (PPC) advertising, a leading form of search engine marketing, enables companies to reach consumers precisely when they are actively searching for products and services, sending these potential customers straight to the client's website or web pages at critical moments in the buying cycle.

Targeted traffic is also built through non-paid search activities such as Search Engine Optimization (SEO) – the process of improving the volume or quality of traffic to a website through the optimization of its content. This makes certain that a website shows up at the top of the search engine listings. Additionally, WSI Consultants provide Social Media Optimization (SMO) techniques for clients, attracting unique visitors to clients' websites from sources other than search engines – sources such as Facebook, Twitter, YouTube or LinkedIn. Activities such as blogging, participation in discussion groups, adding website content, or RSS feeds are techniques that also drive traffic.

### C: Conversion Architecture

Once a client has an established online presence and the WSI Consultant has started driving targeted traffic to this site, the final step is to convert those visitors into customers.

What value will a website bring to a business if consumers visit the site, but fail to complete the desired action such as making a purchase? This is where the process of Conversion Architecture comes into play.

Conversion Architecture is a framework by which a WSI Consultant ensures that every element of a client's site motivates visitors to take a desired action. This includes such elements as persuasive copy, calls-to-action, split testing design, sophisticated eye-mapping technology and conversion tools like live chat or click-to-call technology.

The real power of the ABC formula is that regardless of where a client is located geographically (emerging or developed market), regardless of that client's Internet maturity, and regardless of the client's budget, the ABC's provide a repeatable process that delivers results.

# WSI OPPORTUNITY

