

# THE GLOBAL LEADER

## The Global Leader

### History of Innovation

Headquartered in Toronto, Canada, WSI has been developing profitable digital marketing strategies for small and medium sized enterprises (SMEs) since the mid 1990s. At the outset of our franchise endeavor, WSI developed proprietary software that allowed our Consultants – mostly “techies” at the time – to build and sell brochure-ware websites to SMEs. Next, customers began using the Internet as an interactive medium, and WSI developed the Internet Business Analysis (IBA™) process tool, allowing WSI consultants to direct companies in making their websites more dynamic.

As ecommerce emerged, WSI leveraged an opportunity in our flagship ecommerce product, the World Merchant System. So huge was the need for this product that WSI innovated to meet market demand – we implemented production centers around the world and developed a systematized delivery approach. The WSI eMarketplace was born. WSI's Internet Lifecycle System, a six-phase process for the development and delivery of a website, was implemented to ensure consistency and success from the initial analysis to the build, launch, testing and management of a website. Further, to allow our Consultants to communicate with world-wide production centers, we established MAPS, our proprietary communications portal.

Yet again, the face of the Internet morphed. Companies overcame security issues related to sales transactions, and WSI's Consultants became educators – teaching small to medium sized enterprises how to leverage the Internet, saving billions by moving manual transactions online.

In 2010, WSI underwent its largest evolution to date by releasing our new business model: **Digital Marketing**. While still under the WSI umbrella, the Digital Marketing model is comprised of a distinct product and service offering, training and profitability matrix. Franchisees operating this model are distinguished not only in how they serve SMEs, but also in their certification as Digital Marketing Consultants. Of course, existing WSI Internet Marketing franchisees can upgrade their skills to become Digital Marketing Consultants, but franchisees joining WSI in 2010 and beyond step right into the latest and greatest business model, targeted at delivering **digital** results for their clients.

### Market Potential for WSI Services

When evaluating any business venture, whether it is a new start-up or a proven franchise model such as WSI's, one of the first questions you should ask yourself is, “What is the true market potential here?” This may sound like a basic component of due diligence, but quite often the promise and excitement of starting something new gets in the way of this fundamental consideration. The reality is, many seemingly great business ideas fail because of limited demand and market potential. We are in the infancy of the digital marketing revolution and there is no ceiling in sight.

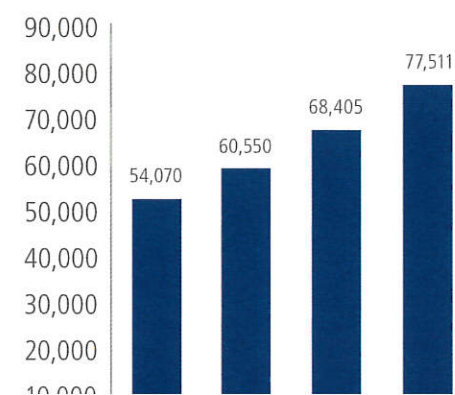
Joining WSI means becoming part of the Internet Revolution, and that's not a term we use lightly. Few technological innovations have changed the world of business, and society in general, as dramatically as the Internet. In terms of impact on society and our lives, the Internet shares space with the telephone and intercontinental air travel, and its influence as a media channel is eclipsing radio and television. This impact can be seen everywhere and the Internet remains a steady growth industry, continually finding its way into every facet of daily life.

Based on a study conducted by ZenithOptimedia, online advertising spending exceeded \$54 billion in 2009. By 2012, online advertising spending is expected to grow to more than \$77 billion worldwide. Additionally, the share of Internet marketing as a total percentage of advertising spending is expected to climb from just over 12 percent in 2009, to more than 16 percent in 2012. The market potential is indisputable, and the opportunity to profit from digital marketing is significant. Our proven systems are the blueprint for taking advantage of that opportunity.

If it sounds like we're trying to sell the Internet here, that's because it's what we do. Since 1995, we've been on the leading edge, making businesses more profitable and seeing our franchisees achieve their personal and financial goals.

### Global Internet Advertising Expenditure

Forecast 2009-2012 (US billions)



### A Global Success

*No single organization in the Internet consulting industry can match WSI's global research and business footprint. As a result, WSI is uniquely positioned to take advantage of the new trends of social media, digital marketing, online lead generation, mobile marketing and web-based reputation management. The reach and knowledge of our network of consultants in more than 80 countries has solidified our position as the world's dominant player. At WSI, we simplify the Internet. And in doing so, a WSI Digital Marketing Consultant holds the knowledge and resources to transform a client's business – almost overnight.*

