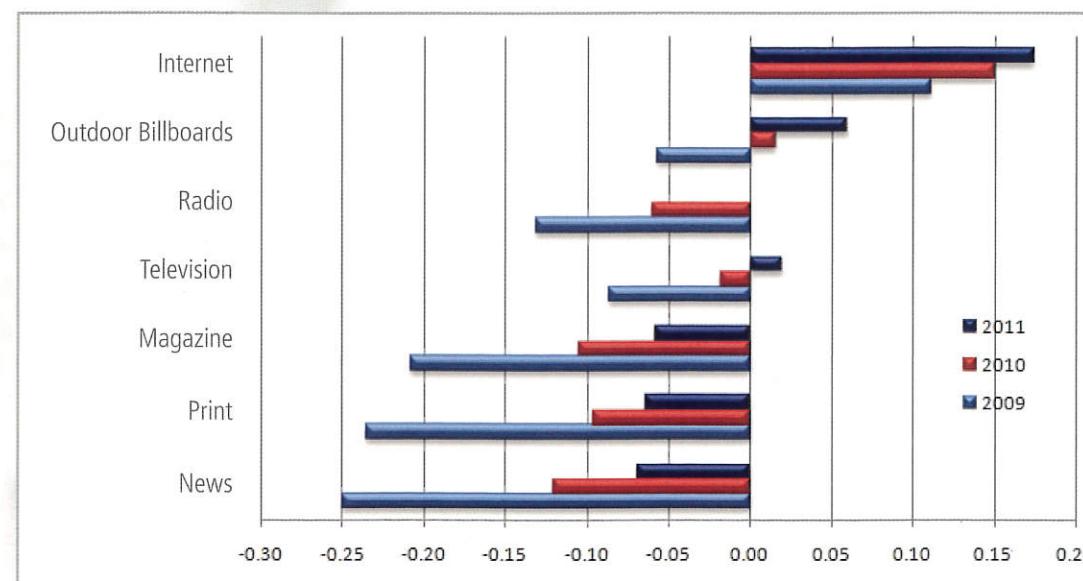


MARKET POTENTIAL

Market Potential

Advertising Spending Growth by Media, 2009-2012 (% of change)



ZenithOptimedia

Unprecedented Demand: Online Spending by Small Businesses

Small to medium sized enterprises (SMEs) account for more than 90 percent of companies globally. In Europe, SMEs employ 88 million individuals and account for two-thirds of private sector employment. The U.S. Small Business Administration cites that 99 percent of businesses in America qualify as small businesses, representing ninety million companies in America alone, and these businesses contribute 40 to 50 percent of America's Gross Domestic Product (GDP). Studies conducted across business sectors concur: there is an unprecedented demand for digital marketing services for SMEs throughout the world.

Businesses are shifting their marketing dollars online to take advantage of these business opportunities – from traditional media to web-based tools such as social media and email marketing. According to a 2009 study conducted by smallbiztrends.com, 71 percent of SME owners surveyed will increase their email marketing spending in 2010, and 68.3 percent will increase their social media spending. Spending on traditional media channels continues to decline — 79.6 percent will NOT run television ads, and 72.7 percent will NOT run radio ads, a further indicator that traditional media is taking a back-seat to newer forms of digital media. According to the same survey, SMEs rate the most important digital marketing tools as we begin this decade as:

- Search Engine Marketing
- Email Marketing
- Public Relations
- Social Media

Digital marketing isn't a one-time endeavor for businesses. Success involves long-term commitments from companies looking to establish and maintain online presence, and to capitalize on converting online enquiries into leads and ultimately into sales. While the potential for building a portfolio of new SME clients is undisputed; perhaps the most compelling income potential for WSI Consultants presents itself in recurring revenue streams. **Today, more than 85 percent of the digital marketing sales made by WSI Consultants include some type of recurring revenue.** Digital marketing solutions such as search engine optimization, paid search, customer database management, blogging, hosting and analytics, content development and social media marketing require monthly maintenance and recurring investments by clients. These investments range from hundreds of dollars to thousands of dollars each month, depending upon the client's online strategy. Because our digital solutions are a resounding success, our Consultants find their clients are hooked from the moment they implement solutions. As a WSI Consultant's client portfolio grows, monthly recurring revenue can grow exponentially, allowing for profitability that is unheard of in most franchise systems.

So ask yourself, are you looking for a niche business with a market potential in the hundreds of thousands of dollars (or possibly a few million), or do you want to be part of a growing market that's worth billions worldwide?



As a global brand, WSI recognizes that we're judged by the company we keep. We're proud to hold esteemed alliances with companies such as Google® and we've earned these alliances through results. In 2009, Google® recognized that clients purchasing keywords from them with the help of WSI Consultants spent 19 times more than those who were not assisted by WSI. Google understands that as more businesses use WSI Consultants, those businesses will generate more profits...and so will Google.

