

WSI Internet Marketing Solution Lifecycle

The WSI Internet Marketing Solution Lifecycle™ is a proven system for SMB Internet Marketing Success. Before placing another ad anywhere for your business, consider our patent-pending approach to successful Internet marketing!

We understand that as a business owner, the quest to increase your business' profitability can sometimes leave you wondering if you've exhausted every avenue of revenue generation. You may try different, poorly targeted advertising efforts in the local media and wonder why you are receiving a poor return on your investment. Does this quote sound familiar?

"I know that half of my advertising is wasted; I just don't know which half." - John Wannamaker, 1910

Thankfully today, with Internet Marketing, we now have access to the most measurable marketing method.

There is a smarter way to attract new customers and grow your business.

Our patent-pending WSI Internet Marketing Lifecycle is a **unique six-phased approach that's proven to generate results**. Each phase of the cycle builds upon the previous phase, creating a complete marketing plan for your business that's targeted and measurable. This means increasing your business' visibility on the Internet and driving more customers through your doors to increase sales and ultimately, greater profits.

Phase 1: Discovery – Creating Your e-Profile

The Discovery phase is all about making sure we understand your business before putting a new campaign into motion. During this "first look", your Internet Marketing Consultant uses a series of proprietary tools and processes such as our WSI WebScan™ to analyze your business and develop its distinctive e-Profile. This will uncover how your current website is positioned (if you already have a website), how to improve its performance, and how Internet marketing can be used to enhance (or replace!) your traditional advertising efforts.



Phase 2: IBA – Looking at the Big Picture

Once an e-Profile for your business has been created, your **Internet Marketing Consultant** will have all background information needed to develop your Internet marketing strategy outline. This includes setting objectives and determining how best to implement the strategy within your budget. At this stage we also define your target market; that's who your customers are and **how to communicate to them in a way that influences them to buy your product or service**. All of these details are compiled into a customized report, giving you a high-level look at the proposed marketing strategy for your business.

Phase 3: Build – Putting it All Together

The Campaign Build phase is where we combine the technologies and techniques needed to deliver the best results for your campaign. Your website is built according to your needs and budget; content is added and you review the final design. During this phase we also define timing (when the campaign begins and ends) and outline all of the action steps so you understand how everything will play out.

Phase 4: Implement – The Dry Run

In the Implement phase your new Internet marketing solution is deployed online for the first time and your campaign goes “live”. This is where many Internet solution companies feel their work is done, but we know there's more to it when it comes to delivering a real return on your investment.

Here's something all the big advertising agencies know...**One of the most important steps in any marketing campaign is TESTING.**

Marketers who don't test before fully deploying a campaign are taking a gamble (remember what we said about wasted advertising dollars). We don't gamble with our clients' budgets, which is why “Test and Learn” is an integral component of every campaign we manage. This allows us to see what works best and to fine tune the strategy before rolling out your campaign in full.

Phase 5: Measure – Checking Results against Objectives

Far too often business owners spend money on advertising with no way of measuring how effective that advertising is. But as the saying goes, **you can't manage what you can't measure.**

Your Internet Marketing Consultant uses the latest Web Analytics tools to monitor your campaign and track where your best leads are coming from, which pages of your website are the most popular and other important customer data. These reports will be shared with you so that you understand how your campaign is performing and what can be done for even better results.

Phase 6: Manage Results – Where the Rubber Hits the Road

After testing, tweaking and measuring your campaign it's time for the full-scale roll out. Once you understand where your best leads are coming from and what kind of sales messages they respond to, **you'll know where to spend your advertising budget most effectively** for a healthy Return on Investment.

Don't forget: throughout every step of the Cycle, **your Internet Marketing Consultant is on hand**, managing your campaign and supplying you with insightful reports. It is corporate-level marketing intelligence made accessible to businesses of any size—like yours!

Are you ready to try an approach that gets results?

If it's worth spending money to promote your business then it's worth having a clearly defined plan for doing so!

Our Internet Marketing Lifecycle allows us to consistently develop and deploy cost-effective marketing campaigns that really work for our clients. It's an approach that will work for your business too, so contact WSI MY WEB GUIDE in the United Arab Emirates at info@wsimywebguide.com today for an **FREE** Internet Business Analysis.