

# MARKETING MANUAL

websolutions SHOP•COM

## TABLE OF CONTENTS

### **GENERAL DEFINITIONS & STATS**

RESPONSIVE WEBSITE DESIGN/SEO	04
GOOGLE ADWORDS/FACEBOOK ADS	05
SOCIAL MEDIA/ONLINE REPUTATION	06
SHOP.COM PREFERRED CUSTOMER/ PARTNER STORE PROGRAM	07
SHOP LOCAL/ AFFILIATE PUBLISHER NETWORK	09
COMMERCIAL ACCOUNTS	10

02

### **SUCCESSFUL STRATEGIES & RECOMMENDATIONS**

RESTAURANTS	12
STOREFRONTS/ECOMMERCE	14
SERVICE-BASED BUSINESS	16
EDUCATION, STUDIOS, SCHOOLS	18
NONPROFIT ORGANIZATION	20

03

### YOUR WEBCENTER, POWERED BY PEOPLE

WEBCENTER PROGRAM BENEFITS/ SALES SUPPORT	25
DESIGN CENTER	27
DIGITAL MARKETING CENTER/ CUSTOMER CARE	28
CONTACT WEBSOLUTIONS	29



[c]





## GENERAL DEFINITIONS & STATS

maWebCenters.com

## GENERAL DEFINITIONS & STATS

#### **RESPONSIVE WEBSITE DESIGN**

#### What is Responsive Design?

A responsive website looks great and is easy to use across all devices including laptops, phones and tablets

#### Why is Responsive Design Important?

"A lot of Smartphone use seems to be habitual, automatic behaviors that we have no awareness of." – Huffington Post

In fact according to experts, people spend an average of 5.2 hours per day on their Smartphones. Mobile optimized sites are critical for engaging your viewers.

- 40 percent abandon a site if takes too long to load
- 67 percent are more likely to purchase from mobile optimized sites
- 74 percent are more likely to revisit mobile optimized sites

#### WEBSITE DESIGN OPTIONS:

Do it Yourself, Premium Layout, Custom Layout Design, Classic Design Package, Professional Design Package, Professional Design Package with eCommerce

#### WEBSITE MANAGEMENT OPTIONS:

Basic Monthly Membership, Monthly Maintenance and Management, Managed Monthly Membership

#### SE0

#### What is SEO?

Search Engine Optimization, commonly referred to as SEO, is a process that ensures that your business ranks highly on search engines like Google and Yahoo. The goal is to maximize the number of website visitors through visibility on search engine results.

#### Why is SEO Important?

A website is only effective if people can find it.

- 33 percent of organic search clicks go to the first results
- 60 percent of organic search clicks go to the top three search results
- 50 percent of mobile searches are conducted looking for local results, of which 61 percent result in a purchase

#### SEO OPTIONS:

Local SEO, Regional SEO





#### **GOOGLE ADWORDS**

#### What are Adwords?

Search Engine Marketing, commonly referred to as SEM, is a process where paid advertising can boost traffic and get your site off the ground running quickly. Search engine giant, Google, offers its paid Adwords services to businesses who are looking to enhance their internet marketing efforts.

#### Why Google Adwords?

When people search for products, services and/or information, they "Google" it.

- There are 3.4 billion Google searches per day
- 88 percent of consumers who search for a local business on their mobile device call or go to that business within 24 hours
- 61 percent of searchers find local results more relevant

## FACEBOOK CAN ACT AS A DIGITAL WORD-OF-MOUTH ADVERTISING CAMPAIGN

#### GOOGLE OPTIONS:

Basic Google Adwords, Premium Google Adwords, Premium Plus Google Adwords, Elite Google Adwords

#### FACEBOOK ADS

#### What are Facebook Ads?

Like Google Adwords, Facebook ads are a form of SEM. They are paid ads that can appear in News Feed on desktop, News Feed on mobile, and in the right column of Facebook on desktop.

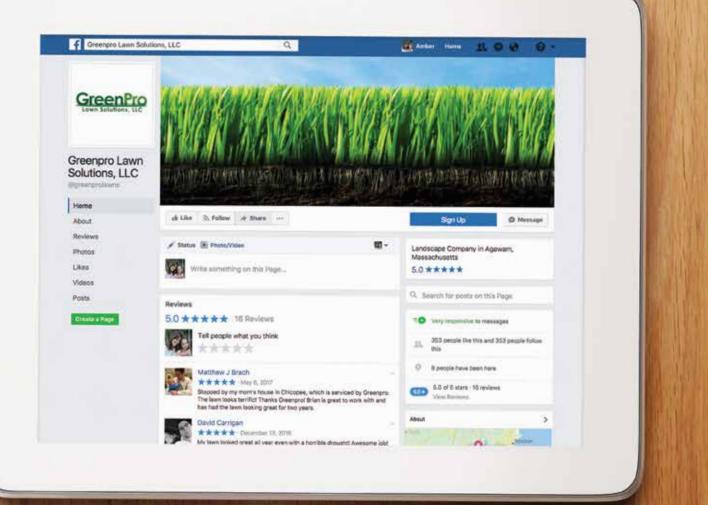
#### Why do I need Facebook Ads?

Word-of-mouth advertising is the most cost effective marketing a business organization can have. Facebook can act as a digital word-of-mouth advertising campaign. Billions of people are on Facebook, so you can be sure you'll have an audience.

- Facebook has over 1 billion active users
- 92 percent of people trust word-of-mouth referrals from friends and family
- 70 percent of businesses have had a 3x or greater return on adspend

#### FACEBOOK OPTIONS:

Premium Facebook Advertising, Premium Plus Facebook Advertising



BILLIONS OF PEOPLE ARE ON FACEBOOK SO YOU CAN BE SURE YOU'LL HAVE AN AUDIENCE.

#### SOCIAL MEDIA

#### What is Social Media?

SOCIAL MEDIA OPTIONS:

Social Media Management

Websites like Facebook, Twitter, Pinterest and Instagram which have become incredibly important communication channels for sharing information and staying in touch.

#### Do I really need to be on Social Media?

Did you know that millennials check their phones more than 157 times per day? Americans spend an average of 5.2 hours per day online with the most popular activity being social networking. 20 years ago, people went to printed periodicals for up-to-date news and referrals, but today they go to social media which is why businesses need have a social media strategy.

- There are 1.65 billion active mobile social accounts globally with 1 million new active mobile social users added every day.
- 85 percent of customers expect businesses to be active on social media
- 71 percent of consumers who have a good social media customer service experience with a brand are likely to recommend it to others

#### **ONLINE REPUTATION MANAGEMENT**

#### What is an Online Reputation

People rely on reviews to make buying decisions. Online reputation management is about improving or restoring your name or your brand's good standing online.

#### Do I need Online Reputation Management?

Customer-review websites like Yelp, TripAdvisor and many more are increasingly being used by potential customers who are deciding whether or not to do business with a company. A business can either hope for good luck and the absence of negative reviews or take a proactive approach to knowing and maintaining a positive online reputation.

- 88 percent of consumers read online reviews to determine the quality of a local business
- Restaurants with a 3.5 star rating on Yelp are 63 percent more likely to be full than those with only 3 stars
- 52 percent of businesses found inaccurate listings for their business online

#### ONLINE REPUTATION OPTIONS: Online Reputation Management





#### SHOP.COM PREFERRED CUSTOMER

#### What is the Preferred Customer Program?

SHOP.COM pays customers Cashback every time they shop online, as well as provides them with the best coupons and deals online for thousands of their favorite stores and millions of products.

#### Should I become a Preferred Customer?

You can save money and earn money on the money you were going to spend to run your business. Reduce your overhead, save time and earn money on your purchases.

- 40 percent average savings on daily deals
- 30 million products at the best price
- Over \$30 million awarded in Cashback so far
- 3,500 exclusive brands
- Technology to make online simple and convenient: ShopBuddy<sup>®</sup>, Comparison Shopping, eGifts, Gift Registry and much more

#### OPTIONS:

Become a Preferred Customer for free. Sign up on SHOP.COM.

#### SHOP.COM PARTNER STORE PROGRAM

What is the Partner Store Program? Partnering with SHOP.COM as a Partner Store means unparalleled brand exposure and impressive product sales. You'll have access to over 3 million loyal customers and 180,000 Independent Shop Consultants, while connecting your brand to the power of a revolutionary shopping experience – the only one in the industry that rewards its customers with Cashback.

Sell your products to new customers in every channel: web, mobile apps, social media, and more! Joining our marketplace has never been easier.

#### Should I become a partner store?

Online stores looking to get more product and brand exposure should consider becoming a SHOP.COM Partner Store.

#### OPTIONS:

Apply to become a SHOP.COM Partner Store on SHOP.COM

YOU CAN SAVE MONEY AND EARN MONEY ON THE MONEY YOU WERE GOING TO SPEND TO RUN YOUR BUSINESS. SHOP.COM PAYS CUSTOMERS CASHBACK EVERY TIME

kill

THEY SHOP ONLINE.

U.

#### SHOP LOCAL

#### What is SHOP Local?

The SHOP Local program allows local businesses to become SHOP.COM partners, enabling SHOP.COM customers to earn Cashback with every purchase made offline with their linked cards at those stores.

#### Here is how it works:

- 1. Seamless Solution: SHOP.COM requires no additional hardware, staff training, or effort from your business. Simply join the SHOP Local network and we will begin working to drive NEW customers to you, increase revenue and gain repeat customers.
- 2. Increase Exposure: SHOP.COM influences consumers through enticing offers and loyalty rewards, Cashback! Members use the mobile app and website to discover new and exciting places to eat and drink.
- 3. Instantly Rewarding: Members simply link their VISA/MC/AMEX cards to the SHOP.COM network and use them at participating SHOP Local businesses to instantly earn Cashback. The result? The opportunity to gain more NEW SHOP Local consumers and the potential for increased spending from your favorite customers.

#### Should I become a SHOP Local Partner?

Businesses who want to increase foot traffic to their place of business should consider becoming a SHOP Local Partner.

#### OPTIONS:

Apply to become a SHOP Local Partner on SHOP.COM.

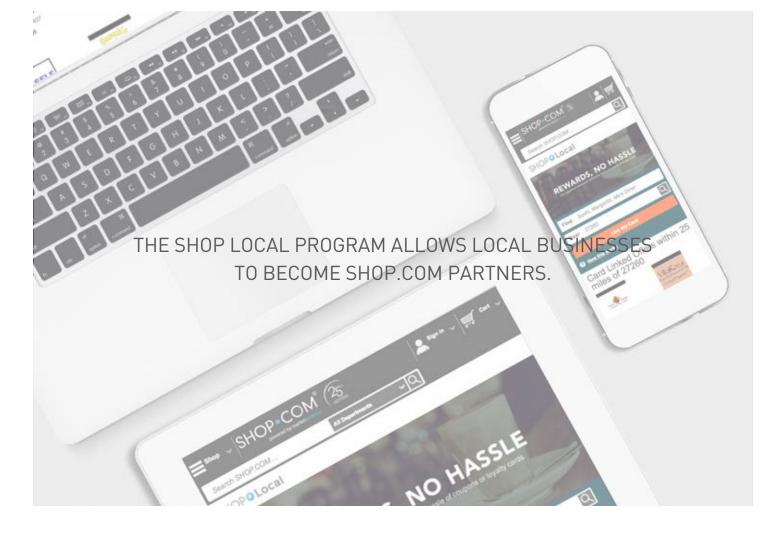
#### AFFILIATE PUBLISHER NETWORK

#### What is the Affiliate Publisher Network? (APN)

With the SHOP.COM Affiliate Publisher Network, your business site or blog promotes SHOP.COM products and enjoys generous earnings for referring new customers to the millions of products available at SHOP.COM

#### Should I become an Affiliate Publisher?

This free service allows you to publish cherry-picked products and/or categories to your website. For example, if you owned a gym you may want to promote fitness clothes and accessories. This allows you to keep control over the genre and messaging of your website while potentially generating a new stream of income for referring our products.





#### OPTIONS:

Sign up for a Publisher ID and start publishing products today by sharing a unique code. Clients with websites built on maWebCenters technology can use our simple widget to publish products to their site.

#### **COMMERCIAL ACCOUNTS**

#### What is the Commercial Accounts Program

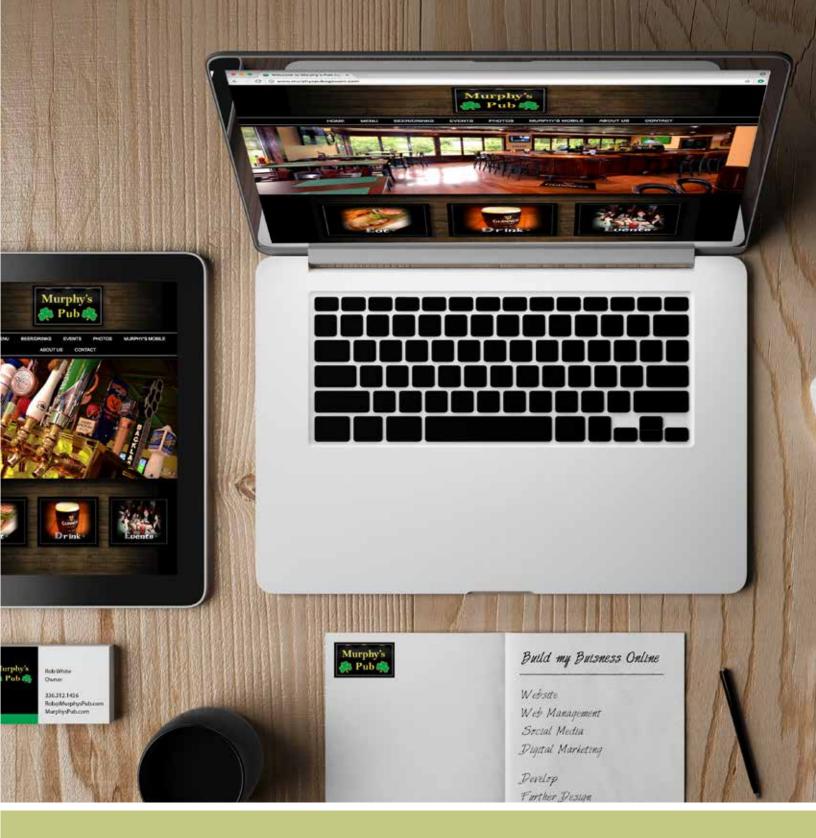
A program built for businesses that would like to use exclusive Market America products for their business. An example might be a commercial cleaning company who wants to use Snap™ cleaning products, or a daycare that would like to use DNA Miracles<sup>®</sup> products. Or, a business where 51 percent or more of their business comes from services that they render (meaning less than 49 percent of their revenue is generated from retail sales) and they would like to resell our products. For example, a salon that wants to carry Motives<sup>®</sup> cosmetics for purchase by its customers.

#### Why Commercial Accounts?

If you are going to purchase our exclusive brands in bulk, you may qualify for commercial pricing.

#### OPTIONS:

If your order is \$2,500 USD or more, fill out a quote request form to receive a quote.





## SUCCESSFUL STRATEGIES & RECOMMENDATIONS

maWebCenters.com

## SUCCESSFUL STRATEGIES & RECOMMENDATIONS

Though there are certainly unique insights into the hundreds of industries that exist, many of them have commonalities when it comes to successful websites and digital strategies. With all of the places that a local business needs to market itself today, it can be a daunting task to decide where to begin.

EACH BUSINESS IS UNIQUE AND IS ALSO INVITED TO ATTEND A FREE CONSULTATION WHERE WE CAN DISCUSS YOUR SPECIFIC NEEDS.

The following section details successful website strategies, digital strategies as well as traditional business overhead for the core types of businesses that exist. Below each section, we recommend a Good, Better and Best solution for a comprehensive marketing strategy for that business. Of course, each business is unique and is also invited to attend

a free consultation where we can discuss your specific needs and make a more personalized recommendation for your business.

#### RESTAURANTS

#### Website Components

- Development and Maintenance: Responsive Website Design, Content updated frequently to reflect specials and events
- Photography: Images of venue, menu items and happy customers
- Top Informational Pages: Menus, Wine and Beer List, Specials, Entertainment, Contact Us, Catering, Special Events, About Us
- Interactivity: Online Reservations, Google Maps, Click to Call, Forms, Social Media Feeds/Follows, Feedback & Reviews
- Ecommerce: Online ordering, Gift Cards

#### **Digital Strategies**

- Social Media: Social Links at header and/or footer, Facebook, Facebook Advertising, Social Feeds, Hashtags
- Search Engines: Organic search ranking for people looking for local recommendations
- Other: Yelp, Open Table and other Review sites, Email Marketing, Specials



#### WEBSITE RECOMMENDATIONS: RESTAURANTS

ITEM	GOOD	BETTER	BEST
WEBSITE	Responsive website with Premium Layout.	Responsive website with Classic Design Package	Responsive website with Professional Design Package w/Ecommerce
WEB MANAGEMENT	Basic Monthly	Monthly Membership	Managed Monthly Membership
SOCIAL MEDIA	Social Media Management	Social Media Management, Premium Facebook Ads	Social Media Management, Premium Plus Facebook Ads, Online Reputation Management
DIGITAL MARKETING	Local SEO, Basic Google Ad- words	Local SEO, Premium Google Adwords	Local SEO, Premium Plus Google Adwords

#### **BUSINESS SPENDING: RESTAURANTS**

BUSINESS SPENDING	PARTNER STORE	САЅНВАСК
PAPER GOODS	Unbeatable Sale	4 percent
NONPERISHABLES	Jet	2 percent
ALUMINUM FOIL, SARAN WRAP	SHOP Marketplace	5 percent
TO-GO CONTAINERS	Overstock	4 percent
PRINTED MENUS	Staples Copy & Print Center	9 percent
HALF PANS	Alliance Supply	5 percent

#### COMMERCIAL ACCOUNTS: RESTAURANTS

BUSINESS USE	RETAIL
SNAP™	Ultimate Aloe
MARLEY COFFEE	MochaTonix
_	Awake

#### OTHER RECOMMENDATIONS: RESTAURANTS

BUSINESS PURPOSE	RETAIL
REDUCED CREDIT CARD FEES	iTransact
INCREASE FOOT TRAFFIC TO LOCATION	SHOP Local

#### STOREFRONTS/ECOMMERCE

#### Website Components

- Development and Maintenance: Responsive website design, updated daily or weekly to reflect specials, sales, product clickable ads/rotating banners, lifestyle marketing
- Photography: Product images, lifestyle shots, store images, staff/ team pictures
- Top Informational Pages: Shopping pages/categories, sales, about us, shipping and returns, contact us
- Interactivity: Customer login, newsletter signup, Google maps, click to call, forms, social media feeds/follows
- Ecommerce: Products with descriptions, images, customer reviews, social sharing, wish lists, comparison shopping, customer accounts, reordering feature, coupon codes

#### **Digital Strategies**

• Social Media: Social links at header and/or footer, Facebook,

WEBSITE AND DIGITAL PRODUCT RECOMMENDATIONS: STOREFRONTS

## WE RECOMMEND A GOOD, BETTER AND BEST SOLUTION FOR A COMPREHENSIVE MARKETING STRATEGY FOR THAT BUSINESS.

Facebook advertising, social feeds, hashtags, social curated content, join local Facebook groups, repost customers

- Search Engines: Organic search ranking for people looking for local recommendations, Google AdWords for broader reach
- Other: Pop-up shops marketed to gain media and/or social attention, influencer marketing (influential people who post your products to their networks), host contests and promotions, email campaigns, APN program to publish relevant SHOP.COM products that drop ship from other merchants, flashsales

ITEM	GOOD	BETTER	BEST
WEBSITE	Responsive website with premium storefront layout	Responsive website with professional design package (You upload your online store with support)	Responsive website with professional design package with/e-commerce
WEB MANAGEMENT	Monthly membership	Monthly membership	Managed monthly membership
SOCIAL MEDIA	Social media management, premium Facebook ads	Social media management, premium plus Facebook ads	Social Media management, premium plus Facebook ads, online reputation management
DIGITAL MARKETING	Basic Google AdWords	Local SEO, premium Google AdWords	Regional SEO, premium plus Google AdWords

#### **BUSINESS SPENDING: STOREFRONTS**

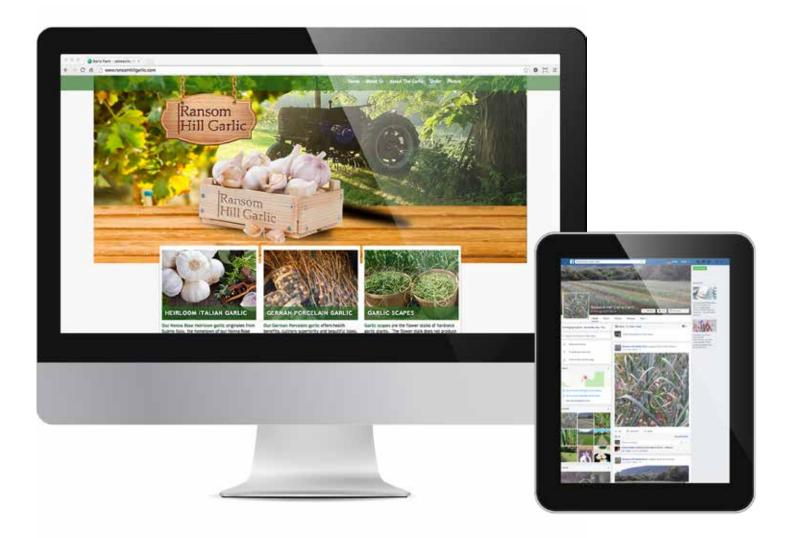
BUSINESS SPENDING	PARTNER STORE	САЅНВАСК
OFFICE SUPPLIES	SHOP.COM Marketplace	5 percent
COFFEE/BREAK ROOM	Boxed.com	4 percent
PRINTED MATERIALS	Staples Copy and Print Center	9 percent
POSTAGE AND SHIPPING	FedEx	2 percent
SHOPPING BAGS	Staples	2 percent

#### COMMERCIAL ACCOUNTS: STOREFRONTS

BUSINESS USE	RETAIL
SNAP™	N/A

#### **OTHER RECOMMENDATIONS: STOREFRONTS**

BUSINESS PURPOSE	RETAIL
REDUCED CREDIT CARD FEES	iTransact
MORE FOOT TRAFFIC TO LOCATION	SHOP Local
WEBSITE TRAFFIC	SHOP Partner Program
AFFILIATE MARKETING	APN Program





#### SERVICE-BASED BUSINESS (CONTRACTORS, PROFESSIONAL)

#### Website Components

- Development and Maintenance: Responsive website design, updated quarterly or seasonally
- Photography: Lifestyle shots, completed projects/portfolios, before/after
- Top Informational Pages: Services, experience/education/licenses, resources, online forms, testimonials, FAQs, appointments, scheduling, existing customers/clients
- Interactivity: Request quote, book an appointment, newsletter signup, Google maps, click to call, forms, social media feeds/follows
- Ecommerce: Make a deposit, make a payment

#### **Digital Strategies**

- Social Media: Social links at header and/or footer, Facebook, LinkedIn, Instagram, tag the products you use on your clients, repost your clients, join local Facebook groups
- Search Engines: Organic Search Engine Optimization, Facebook advertising, Google AdWords
- Other: Informational YouTube videos, web directories (such as Yelp, Angie's List, theknot.com and contractors.com), run contests, email campaigns, APN program to publish relevant SHOP.COM products that drop ship from other merchants

#### WEBSITE AND DIGITAL PRODUCT RECOMMENDATIONS: SERVICE-BASED BUSINESS

ITEM	GOOD	BETTER	BEST
WEBSITE	Responsive website with premi- um layout	Responsive website with classic design package	Responsive website with professional design package
WEB MANAGEMENT	Basic monthly membership	Monthly membership	Managed monthly membership
SOCIAL MEDIA	Social media management	Social media management, premium Facebook ads	Social media management, premium plus Facebook ads, online reputation management
DIGITAL MARKETING	Local SEO, basic Google AdWords, SHOP Local	Local SEO, premium Google AdWords, SHOP Local	Regional SEO, premium plus Google AdWords, SHOP Local

#### **BUSINESS SPENDING: SERVICE-BASED BUSINESS**

BUSINESS SPENDING	PARTNER STORE	САЅНВАСК
OFFICE SUPPLIES	SHOP.COM Marketplace	5 percent
MATERIALS	Home Depot	2 percent
PRINTED MATERIALS	Staples Copy and Print Center	9 percent
ELECTRONICS	SHOP.COM Marketplace	5 percent
SOFTWARE	Magix Multimedia	10 percent

#### COMMERCIAL ACCOUNTS: SERVICE-BASED BUSINESS

BUSINESS USE	RETAIL
SNAP™	Motives®
GLOBAL CARE: LAWN	Lumière de Vie®, Cellular Labratories®
GLOBAL CARE: POOL AND SPA	Fixx®
_	Age management

#### OTHER RECOMMENDATIONS: SERVICE-BASED BUSINESS

BUSINESS PURPOSE	RETAIL
REDUCE CREDIT CARD FEES	iTransact
MORE FOOT TRAFFIC TO LOCATION	SHOP Local
AFFILIATE MARKETING	APN Program





#### EDUCATION, STUDIOS, SCHOOLS

#### Website Components

- Development and Maintenance: Responsive website design, updated daily, weekly, semester or session
- Photography: Lifestyle shots, student life, teams, classes, events, community, learning
- Top Informational Pages: For students, for parents, faculty, schedule, class descriptions, enrollment, registration, activities, sports, arts, contact us, FAQs, accreditations and other achievements/awards
- Interactivity: Request an appointment, online scheduling, purchase class cards, newsletter signup
- Ecommerce: Online class registration, school store

#### **Digital Strategies**

• Social Media: Social links at header and/or footer, Facebook, LinkedIn,

Instagram, videos/images of specialty, relevant hashtags, repost students

- Search Engines: Organic search engine optimization, Facebook advertising, Google campaigns with different targets during registration versus events
- Other: Informational YouTube videos, email campaigns, special events and master classes, APN program to publish relevant SHOP.COM products that drop ship from other merchants

WITH ALL OF THE PLACES THAT A LOCAL BUSINESS NEEDS TO MARKET ITSELF TODAY, IT CAN BE A DAUNTING TASK TO DECIDE WHERE TO BEGIN.

ITEM	GOOD	BETTER	BEST
WEBSITE	Responsive website	Responsive website with classic design package	Responsive website with pro- fessional + e-commerce design package
WEB MANAGEMENT	Basic monthly membership	Monthly membership	Managed monthly membership
SOCIAL MEDIA	Social media management	Social media management, premium Facebook ads	Social Media management, premium plus Facebook ads, online reputation management
DIGITAL MARKETING	Local SEO, basic Google Ad- Words, SHOP Local	Local SEO, premium Google AdWords, SHOP Local	Regional SEO, premium plus Google AdWords, SHOP Local

#### BUSINESS SPENDING: EDUCATION, STUDIOS, SCHOOLS

BUSINESS SPENDING	PARTNER STORE	CASHBACK
OFFICE/SCHOOL SUPPLIES	SHOP.COM Marketplace	5 percent
SNACKS/WATER	Boxed	4 percent
PRINTED MATERIALS	Staples Copy and Print Center	9 percent
DANCEWEAR	Allaboutdance.com	4 percent
CUSTOM SHIRTS/MATERIALS	Zazzle.com	7 percent

#### COMMERCIAL ACCOUNTS: EDUCATION, STUDIOS, SCHOOLS

SNAP™	
BUSINESS USE	RETAIL

#### OTHER RECOMMENDATIONS: EDUCATION, STUDIOS, SCHOOLS

BUSINESS PURPOSE	RETAIL
REDUCE CREDIT CARD FEES	iTransact
MORE FOOT TRAFFIC TO LOCATION	SHOP Local
AFFILIATE MARKETING	APN program



#### NONPROFIT ORGANIZATIONS

#### Website Components

Development and Maintenance: Responsive website design, updated weekly

• Photography: Lifestyle shots, inspirational ads, shots of people who benefit from the nonprofit, shots of people doing good work/volunteering

• Top Informational Pages: Impact, about the cause, how to help, get

## INDUSTRIES HAVE COMMONALITIES WHEN IT COMES TO SUCCESSFUL WEBSITES AND DIGITAL STRATEGIES.

involved, staff, financials, contact us, donate/give, volunteer opportunities, events, members

- Interactivity: Forms, newsletter signup
- Ecommerce: Donations, product sales

#### **Digital Strategies**

- Social Media: Social links at header and/or footer, Facebook, LinkedIn, Instagram, shareable videos and images, catchy hashtag
- Search Engines: Organic Search Engine Optimization, Facebook advertising
- Other: YouTube videos of volunteer work, email campaigns, special events, team up with other campaigns

#### WEBSITE AND DIGITAL PRODUCT RECOMMENDATIONS: NONPROFIT ORGANIZATIONS

ITEM	GOOD	BETTER	BEST
WEBSITE	Responsive website	Responsive website with classic design package	Responsive website with pro- fessional + e-commerce design package
WEB MANAGEMENT	Basic monthly membership	Monthly membership	Managed monthly membership
SOCIAL MEDIA	Social media management	Social media management, online reputation management, premium Facebook ads	Social media management, premium plus facebook ads, online reputation management
DIGITAL MARKETING	Basic Google AdWords	Local SEO, premium Google AdWords	Regional SEO, premium plus Google AdWords

#### **BUSINESS SPENDING: NONPROFIT ORGANIZATIONS**

BUSINESS SPENDING	PARTNER STORE	CASHBACK
OFFICE SUPPLIES	SHOP.COM Marketplace	5 percent
COMPUTERS	Cyberlink	7 percent
PRINTED MATERIALS	Staples Copy & Print Center	9 percent
TRAVEL	Travelocity	3 percent
CUSTOM SHIRTS/MATERIALS	Zazzle.com	7 percent

#### COMMERCIAL ACCOUNTS: NONPROFIT ORGANIZATIONS

BUSINESS USE	RETAIL
SNAP™	N/A

#### OTHER RECOMMENDATIONS: NONPROFIT ORGANIZATIONS

BUSINESS PURPOSE	RETAIL
REDUCE CREDIT CARD FEES	iTransact
AFFILIATE MARKETING	APN







## YOUR WEBCENTER, POWERED BY PEOPLE

maWebCenters.com

## YOUR WEBCENTER, POWERED BY PEOPLE

A WebCenter gives you everything you need to operate a successful business that provides online marketing solutions to small-medium sized business owners. Our proven system provides all of the tools, training, marketing and web experts to make running your business simple and effective. maWebCenters can handle the sales appointments, website designs, customer support and product development — allowing you to focus on earning profits, and residuals your business.

MAWEBCENTERS CAN HANDLE THE SALES APPOINTMENTS, WEBSITE DESIGNS, CUSTOMER SUPPORT AND PRODUCT DEVELOPMENTS.

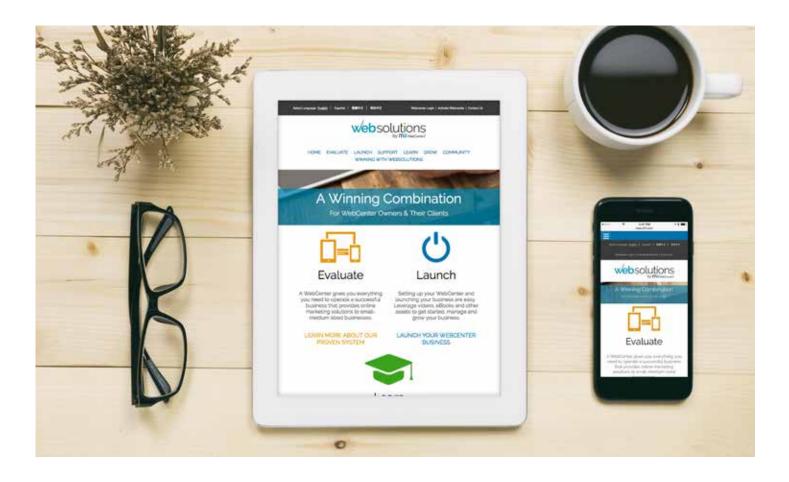
There are four ways to engage with the WebCenter program:

1. WebCenter Owner: UnFranchise<sup>®</sup> Owners who purchase a WebCenter have access to the line of WebCenter products,

WebCenter program benefits and teams of professionals. More info: http://www.mawc411.com/evaluate\_eng.html

- 2. WebCenter Intern: Interns are UnFranchise Business prospects who are registered by WebCenter Owners to gain access to the sales support team and WebCenter products for 90 days. Prospects can leverage their sweat equity to earn their way into the business while gaining valuable experience. More info: http://www.mawc411.com/grow\_eng.html
- 3. WebCenter Pro Affiliate: WebCenter Pro Affiliates have full access to the WebCenter Pro program and light access to the UnFranchise Business Development System. More info: http://www.mawc411.com/webcenter\_pro\_eng.html \*Must qualify to become a WebCenter Pro
- 4. WebCenter Pro Partner: WebCenter Pro Partners have full access to the WebCenter Pro Program and full access to the UnFranchise Business Development System. More info: http://www.mawc411.com/webcenter\_pro\_eng.html \*Must qualify to become a WebCenter Pro

OUR PROVEN SYSTEM PROVIDES ALL OF THE TOOLS, TRAINING, MARKETING AND WEB EXPERTS TO MAKE RUNNING YOUR BUSINESS SIMPLE AND EFFECTIVE.



#### WEBCENTER PROGRAM BENEFITS

- Ability to sell maWebCenters products: WebSolutions, design services, domains, SEO, e-commerce, Google AdWords, Facebook advertising, social media management, online reputation management, digital marketing, hosting options, content writing
- Unlimited customers
- Sales and commission reports
- Teams of professionals: sales, design, digital, technical support
- Credit card processing
- Professional marketing and promotions
- Unlimited email addresses
- Fully customizable marketing materials
- Email marketing system
- 24/7 technical support
- CRM
- Ability to sell in 24 countries
- API program
- Spoken support in English, Spanish, Mandarin, Cantonese
- Specialized education for professionals
- Written support in English, Spanish, Traditional Chinese, Simplified Chinese
- Fully customizable website, with link to login for clients and WCO
- Co-branded storefront, invoicing and admin

- Create your own layouts to store for your own use and/or sell
- VIP technical support
- \*Items in blue are available to WebCenter Pros only

#### SALES SUPPORT

They are the team of individuals that will assist you in presenting the platform to your prospects. Once you schedule an appointment with one of our product specialists, all that's left for you to do is to introduce them on the presentation call and they will take it over from there. That's right: The product specialist will conduct the presentation for you (at no additional cost to you) and sell the website on your behalf!

#### EXPECT THEM TO:

- Conduct a thorough, customized presentation for your prospect via an online demo
- Ask data mining questions to determine the most important features of the platform to demonstrate
- Build rapport
- Negotiate the price
- Follow up with your prospects until they purchase or request to be removed from our list
- Follow up with you to keep you abreast of the progress of your sale
- Close the sale



#### DON'T EXPECT THEM TO:

- Travel to your prospect and present the platform in person
- Design the site for your client
- Provide technical support for your client (please contact our Customer Care team for assistance)
- Be available 24/7 although we are open 24/7, this team does not work 24/7

## SALES: THE PRODUCT SPECIALIST WILL CONDUCT THE PRESENTATION FOR YOU.

#### DESIGN CENTER

They are the team of individuals that work hand-in-hand with your clients to develop a fantastic new website for their business! Please note that Design Center packages are a premium service. Clients must purchase one of our Design Center packages in order for your clients to work with this team. If your clients have not purchased a Design Center package, then please do not expect this team to work with your client.

#### EXPECT THEM TO:

- Reach out to your client to welcome them to the service and set the stage for the process to follow
- Assign a dedicated project manager to work closely with your client to develop a website for their business they will be proud of
- Deploy a website that meets all of the specifications provided by your client

#### DON'T EXPECT THEM TO:

- Travel to your client and work with them in person
- Provide technical support for your client (please contact our Customer Care team for assistance)
- Develop a custom coded solution for your client (we have a different team that works on custom projects that exceed the scope of what the platform can support)
- Buy images for your client
- Write copy for your client
- Be available 24/7 although we are open 24/7, this team does not work 24/7





#### **DIGITAL MARKETING CENTER**

They are the team of individuals that work with clients and third parties to implement any digital marketing and website management services. Please note with this team that all services are premium.

THE DESIGN CENTER IS A TEAM OF INDIVIDUALS THAT WORK HAND-IN-HAND WITH YOUR CLIENTS TO DEVELOP A FANTASTIC NEW WEBSITE FOR THEIR BUSINESS!

#### EXPECT THEM TO:

- Reach out to your client to welcome them to the service and set the stage for the process to follow
- Work hard to maximize the results you and your clients are expecting from their purchase
- Follow up with your clients on an agreed upon schedule
- Where applicable, disseminate reports on an agreed-upon schedule that will give your clients insight into the efficacy of the solution we are providing

#### DON'T EXPECT THEM TO:

• Travel to your client and work with them in person

• Be available 24/7 — although we are open 24/7, this team does not work 24/7

#### **CUSTOMER CARE**

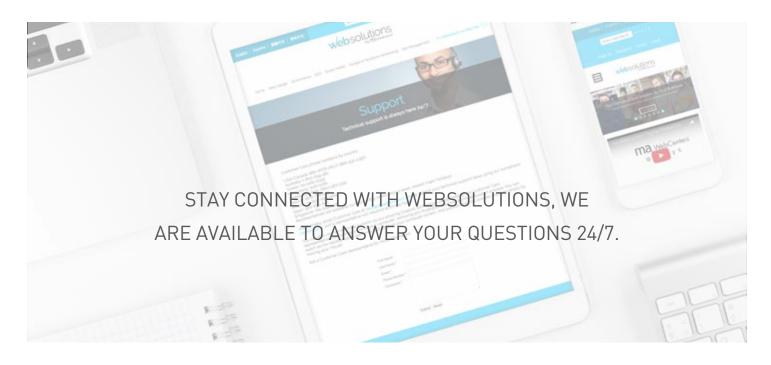
This is the team of individuals that provides technical, customer and billing support for your customers.

#### EXPECT THEM TO:

- Be available to answer your questions 24/7 (excluding major U.S. holidays)
- Answer all of your clients questions, whether it takes five minutes or five hours, we will not rush your clients off the phone
- Provide caring, thorough and efficient support to you and your clients via phone, chat or email
- Hold you and your client's hands as we walk you through any modifications you want to do on the site
- Follow up with you or your clients on any issue that was left open after we have concluded our session with you
- Where applicable, disseminate reports on an agreed-upon schedule that will give your clients insight into the efficacy of the solution we are providing

#### DON'T EXPECT THEM TO:

- Travel to your client and work with them in person
- Have specific personnel be available 24/7 although we are open 24/7, the individuals on this team do not work 24/7
- Do the work for your client. Our Customer Care agents are here to provide support for your clients but they aren't here to do the work for them



## CONTACT WEBSOLUTIONS

UNITED STATES	CANADA
Customer Care: 866.WEB.HELP	Sales Support: 866.287.8121
Technical Support: 866.932.4357	Design Center: 800.711.9145
SPAIN	HONG KONG
34917371257	3071.5081
Toll Free: 900.836.610	Sales Support: 3071.4861
<b>TAIWAN</b>	<b>AUSTRALIA</b>
02.2162.6349	800.649.581
UNITED KINGDOM	IRELAND
0800.587.1132	800.778.459

maWebCenters.com | Help@maWebCenters.com | Ayuda@mawebcenters.com | DesignCenter@mawebcenters.com \*Representatives are available 24 hours a day, seven days a week, except major holidays.



# MARKETING MANUAL

websolutions SHOP•COM