

Chapter 7- Getting Help with Your Web Presence

Problem - if person is capable of bringing real increases in leads + sales to your company, you probably can't pay him enough to keep him.

Solution - most bus. owners out-task + outsource their Internet-related agenda.

Many type of helpers available.

ISP = Internet service providers

I. Recognizing the Skills You Need Help With

Questions - what are you really good at?
how do you enjoy spending your day?
how is your time better spent?

- ✦ **Vice President Internet Marketing (VPIM):** Keeps everything together; creates, directs, and monitors the plan and results; adheres to the budget; holds helpers accountable to their performance and deadlines
- ✦ **Marketing expert:** Creates the brand, logos, taglines, and stickiness (the ability of a brand or product to remain in someone's mind over time); promotes consistency among all promotions and packaging
- ✦ **Web site design expert:** Works with the marketing expert to create the Web site's look and feel that combines brand consistency with proven sales strategy
- ✦ **Internet marketing expert:** Researches competition; works with the sales expert to optimize the Web site and content for maximum sales conversion; builds the opt-in list and prepares e-mail campaigns and newsletters; conducts organic SEO (see Book II); manages CPC ad campaigns; implements inbound link campaigns, article creation, and syndication; manages blog setup and training; monitors shopping cart setup and testing; oversees audio and video production; provides progress reports to VPIM
- ✦ **Sales expert:** Writes effective and compelling sales copy; creates auto-responder sequences; trains affiliates; finds and attracts joint venture hosts; conducts tele-seminars, Webinars, and workshops to build product awareness; identifies customer needs
- ✦ **Publicity expert:** Writes and distributes press releases; finds opportunities for the VPIM to participate in talk radio shows
- ✦ **Programming expert:** Works with the Internet marketing expert to alter or customize tools that help increase sales, such as shopping carts, lead forms, and online registration scripts
- ✦ **Content manager:** Changes Web site content routinely and quickly upon request
- ✦ **Coach or mentor:** Provides cutting-edge techniques; notices mistakes before you make them; helps the team improve its skills
- ✦ **Business owner:** Stays involved; relays customer approval to the rest of the team

at marketing team
g - keep it all together
in + results
performance
air + deadlines
and logos
taglines
stickiness
with #2
that is
even sales strategy

II. Choosing an Internet Service Provider

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You can't do it all yourself!

Hire others that can run your leads + sales

ISP = anyone or any entity that offers any type of service that directly or indirectly helps you do bus. online

several levels of ISPs

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1. Hobbyist - free to \$15/hr

2. Semi-Pro - \$15-50

3. Full-time soloist - \$50-200

4. Small company team \$100-300/hr, \$1-10K/mo.

5. Large ISP - wide range of prices

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What company to choose? Depends on
your budget

your commitment to running a bus.

vs. feeding a hobby

your desired speed to market

A. Finding good ISP candidates

ask for referrals from people you know

check out middle-men services

1. Personal referrals

Review Web sites owned by friends + bus. acquaintances

Search search engines for keywords in industry

Do their pages appear at top?

Evaluate their pages - check proofing

+ copywriting that sells

If it passes these tests ask for a referral
to the site owner's ISP

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2. Eance - most popular for many years
for posting design, programming, + I. marketing
Now, has added writing, admin, sales, finance,
engineering, + legal
How it works:

- 1) After you begin account, add a posting of project
select categories + filters.
Add a description of what kind of help you need
 - 2) ISPs respond to posting + bid for work
 - 3) Respond to a few + select one
Transfer payment to escrow account
 - 4) When you agree project is complete
you receive files +
ISP receives the funds.
- Great feature - ability to read reviews of ISP's work
over past times or overall
See how much revenue have earned

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3. RentACoder.com

Similar to Eance: free posting
money → Escrow

15% is kept by RentACoder
Offers ratings
Focus = creation of software

4. Craigslist.org

Business owners prefer it - for speed
Beginning to charge \$5 in some cities
Free to post reviews + reply

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All communication is behind-the-scenes
Best of all, it's sorted by city

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Interviewing & Selecting the right ISP

≠ like hiring a Contractor

= like hiring an ER doctor to shock
dying bus. back to health

1. Contact potential ISP by email or phone with ??
Ex. How long have you been in business
Notice how long it takes them to respond
Listen for enthusiasm
2. Find out how ISP charges - block of time, or whole project
Prepayment?
Partial down plus rest on completion?
Next invoice due in 30 or 60 days
3. Ask what ISP's typical turnaround time is for similar projects
Are there additional charges for rush job?
4. Find out whether ISP offers additional services
ex. - may refer you to recommended hosting co.
5. Find out how long ISP has been doing work
5 yrs + = likely to still be in bus.
Has experience working w/ # of clients in a variety of industries
Stick with what works; Truth is what matters
6. Determine how you can be assured they'll be around in 6 mos. or so

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C. Attracting the best ISP

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Have your project well-defined before you call

IBPs prefer to work with someone who's experienced with working with helpers

Don't ask general questions - be specific!

Questions to ask or statements to make

1. My website visitors would benefit if...

2. What safe font types... for my market

3. I like some of components of X Website -
Can you produce something similar?

4. Are you taking on any new SEO projects?

5. How do you monitor accomplishments + benchmarks

6. What are your payment options?

7. I'm taking my involvement to Internet to next step

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Don't settle for owners/helpers owning any part
or withholding usernames + passwords

Demand original graphics + program files -> to you
before final payment

Require all accounts, user names + passwords
be in your name - hosting, databases, domain
names, 3rd party apps

Reassure them you will always go to them for change

Need originals in case they're unavailable
or relationship terminates

Some exceptions - Google AdWords

proprietary techniques
Have a written Contract!!

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Benefits of a written contract

Specifies who owns what

Specifies specific tasks to be performed for the proposed money to be transacted

Advantages to establishing rapport15P with greater comfort level $\rightarrow$ better price.If not at least 15P will take $\sim$ interest in project when you express a certain level of professionalism & courtesyD. Deciding whether to outsource

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Be prepared for problems if outsource overseas!

Expert turnaround time at least 12 hrs.

English will be only basic level

Prices are increasing $\neq$ 5000 US $\rightarrow$ 2-300 overseas

Does provide opportunities

Guaranteed ongoing work $\rightarrow$ blogging ghostwriters for weekly, everyday - only couple \$ hundredSame holds true for programmers - \$1000/mo - \$10,000^{\$ in US}E. Setting 15P expectations & measuring results

Must be clear about goal for project!

How will expectations be met?

More sales? More traffic? Convenience?

Write it down!

Get a mutual agreement on outcome

Specific steps to take to assure goals = met

1. Request frequent communication - 1/day is ok

2. Become aware of potential roadblocks

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Will anything prevent deadline from being met?
If nec. require upfront that fee - reduced
for every day delay

3. Use repetition - announce goal on every phone call
decide whether you're closer or further from goal
4. Give encouragement
5. Ask for activity reports

Use online project tracker

Keep watch on what = accomplished for time spent

ex. Basecamp \$24/mo

ex. DotProject - free, open-source on web server
totally customizable

produces simple reports - display

date of tasks performed

description of tasks

who performed them

total amt. time each task required

6. Request sales & cost reports - at least weekly
for promotional campaigns

7. off to check off a completed project

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Helpers tend to disappear when things ^{planned} go as n
or $\neq$ completed on time

Be sympathetic - at first!

Be patient but persistent

not every client/ISP relationship will work!

Be proactive - confront helper - get \$ back or
get project fixed

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F. Nurturing a good ISP partnership

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If you find an ISP you like & trust

offer incentive than project fee or hourly rate
Offer small compensation/month based on sales

1. Builds confidence
2. Strengthens team
3. Sparks creativity