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**SPECIAL**  
**REPORT**

Is Your Website Making Money? If not, we can help.



Everything you need to know about the Online Marketing Platform™

Get Started Today  
**407-215-7564**

DICKS + NANTON AGENCY LLC

# Is Your Website Making Money? If not, we can help.

## Everything you need to know about the Online Marketing Platform™

Many people talk about all the different kinds of websites there are, but in my opinion there are really only two kinds:

1. those that make you money
2. those that don't

If your website isn't making you money, I urge you to read this article to learn the value of an Online Marketing Platform™. Everyday you wait is costing you money.

## What is an Online Marketing Platform™ (OMP)?

An Online Marketing Platform is your total solution for the online division of your company or practice. We have taken cutting edge technology and combined it with tried and true marketing practices to bring you a "done-for-you" solution for your online business. If you are sick of wasting money on websites that don't bring you leads and don't get your clients to take action, then you've come to the right place. Its time to turn your online presence into a money making proposition, not just another monthly bill.

## Phase I – Online Marketing Platform Construction

Much like developing your own office building, we've done the heavy lifting for you. We have spent countless hours and dollars researching, building and perfecting the framework for your Online Marketing Platform. What you need is a customized entrance and a build out that is designed specifically for your business. We will connect these customized elements to our platform so you can take advantage of all that we have to offer.

Constructing an OMP includes:

1. Consulting with you to learn what drives your clients and most importantly what drives your revenue
2. Creating design specs for your OMP
3. Designing and coding your OMP
4. Writing online copy that is Search Engine Optimized, (SEO) for all sections of your OMP
5. Writing copy that contains "marketing hooks" to get your clients to know you, like you, trust you, and do business with you



6. Creating a dynamic content driven system that will make you relevant with the search engines for optimal lead generation
7. Designing a "shell" for your monthly E-newsletter that will be sent out to your clients
8. Creating a Database to capture leads
9. Connecting you to an "autoresponder" system that will allow you to constantly keep "one to one" contact with clients and prospective clients without lifting a finger
10. Set-up and code online audio and video (production costs are additional) to further connect with visitors
11. E-mail address set up and hosting
12. Setting up your pay per click marketing account with Google, Yahoo & MSN
13. Connecting you to your own online shopping cart solution with a customized webstore (additional fee applies)

## Phase II: Making the Online Marketing Platform Work

The vast majority of web sites fail because they only complete Phase I. They build a web site believing that people will now beat a path to their door. Unfortunately this isn't the case and if you have ever had a web site you probably know what we mean. Your site must now be promoted in order to get you the results you want. The more it is promoted, the more "hits" you get and the more hits you get the more interest is generated in the site from all sources, from individuals to search engines. Creating a Buzz about you or your business is the single most important Phase because without it everything you did in Phase I is wasted.

Upon completion of the first phase we will begin implementing the following:

### 1. Database

- a. Once your OMP is built, we will connect you to a database that will allow us to capture information from site visitors who are interested in your products and services.
- b. Included in your monthly licensing fee, we will host, update and manage your database .

### 2. Key Words

- a. Simply put, key words are what your client is looking for. If they are looking for anti-aging medicine,



their key words might be: anti-aging, feel younger, look younger etc.

- b. By using proprietary tools, we can take a look at what your clients may be typing and then actually find out the best combinations of words that will attract new clients. Similar to fishing in a river with the wrong bait, the wrong key words can lead to a very dry harvest.
- c. We will work with you to help you determine the best key words and then will implement them in order to get a higher quantity AND quality of visitors to your website.
- d. Each month you will get a list of the key words that are driving visitors to your site so we can determine how to optimize your traffic.

### 3. Pay-Per-Click Advertising. (pay per click budget required)

- a. Pay per Click is considered by many to be one of the most effective forms of advertising because you pay only for people who come to your site from an ad that you have placed. The key words that we mentioned above are often great pay-per-click words as well, but there are many more that you can also test.
- b. Popular search engines like Google, Yahoo, and MSN use pay-per-click ads for their top results on their search pages.
- c. We will help you develop a budget to target qualified leads, bring them to your site and walk them through the process of becoming a customer.
- d. Included in your monthly licensing fee, we will monitor your pay-per-click budget and results on a monthly basis and work with you to constantly improve the performance

### 4. Autoresponders

- a. Autoresponders allow us to write a series of messages that will be personalized and automatically sent out to prospects at the intervals we select. For example, if a customer signed up for more information, we could set the autoresponder to send out an email 10 days after the information was delivered, to ask the customer if they would like to schedule an appointment. We can get the customer's opinion, ask them what else they need, and then also offer them a discount. The combinations that you can create with autoresponders are limitless, this is just one example. We will write the copy for you and manage the autoresponder system. We will test what works and to quote the legendary Ron Popiel, "Set it and Forget it!" This will allow us to constantly tweak the site for optimum performance and revenue generation.



## 5. BLOGging

- a. We will help you create an on-going BLOG which can be picked up by search engines.
- b. A BLOG is similar to an online diary, But the goal of a business blog is far different. The goal of a business BLOG is that it lets you conversationally discuss your products, industry, current events and the surrounding circumstances in a way that lets you teach why you are the expert and why your products or services are exactly what the online market is looking for. The more you write, the more topics you cover, and the more key words that pop up in your BLOG, the more relevant your site becomes in a search engine. We will teach you how to do this in a simple efficient and effective manner.
- c. We can also help you syndicate your BLOG so that it can be fed to potentially thousands of other websites that discuss content like yours. This expands your presence outside of a local geographic area and takes you world wide.

## 6. E-Newsletters

- a. An extension of your BLOG will be newsletter articles. The articles you write, or we can hire someone to interview you and write them for you, which can be similar to the ones you post on your BLOG can increase your site relevance literally overnight. A common strategy is to discuss a hot topic in the news and then give your "expert" opinion and solutions. When crafted correctly, these articles can drive lots of traffic and lots of sales.
- b. Included in your monthly licensing fee, we will update your newsletter every month and deliver it to the prospects in your database

## Phase III: Monitor, Optimize and Create new Revenue Streams

Marketing is a moving target. Just like building an online platform (Phase I) without promoting it (Phase II) is a bad idea, Phase III is equally important. As we delve deeper into your business to determine what works and what doesn't we will find market niches that aren't being served. When we discover these markets, we can help you serve that market with just a few tweaks of your current marketing, promotion and pay-per-click strategy.

What works? Some people may suggest they know in advance what will work, and while we all try to make the best educated guess we can, ultimately until we test something, everything is just that, an educated guess. The market is ever changing and "what works" is constantly a moving target.





We realize that you only have so much time, so, the good news is that we will work on this part of your business so that you don't have to. We will correspond with you as often as necessary to flush out your business model and to constantly help you add revenue streams to your business. This is ultimately what phase III is, the opportunity to optimize your business and create new revenue streams.

## Pricing:

Just like a general contractor in real estate development, we hire the most talented people in the business to complete specific assignments for your project. This allows us to use very creative people anywhere in the world and at the most competitive pricing. We hand select and build a team who can provide you with exactly what you need, at affordable prices.



We will oversee all of the work to your satisfaction, bill you the pre-approved price for the work, and charge you a monthly licensing fee to connect your Online Marketing Platform to our proprietary systems and drive your online business. We provide total solutions for your online business. Our service is totally different than others you may have checked into because we don't just give you a "website" and leave you, we will actually help you run your online business, Period. We also don't expect you to be a web programmer, all you have to do is email us your updates and we will handle posting them to your site, at no additional charge.

This type of connection between our business and yours allows you to focus on what you do best and us to focus on what we do best: We help you make more money by adding an online element to your business. We feel that if we have not increased the overall profitability of your business, then we have failed, and our commitment to your success is not one that is taken lightly.

In order to complete the tasks outlined in Phase 1, the up-front costs that we will need to look at are as follows:

1. Front end customization over our proprietary tools as detailed above into an Online Marketing Platform
2. Video/Photo Production
3. Online Marketing campaigns using as Google AdWords, Yahoo and MSN: TBD

## Done-For-You Solutions™

We are firm believers in working with you throughout the growth of your online business. In order to do this, we charge a monthly fee depending on which level of membership you choose. The monthly fee allows us to:

1. host your On Line Marketing Platform (OMP)
2. host unlimited email accounts
3. host and manage your database
4. design and deliver to your prospects and customers your monthly e-newsletter
5. monitor and report to you on your online marketing results including keywords and pay-per-click campaigns
6. host and manage your autoresponder system
7. refresh and update your OMP as needed (no more paying for every time you want to make a small change to your website!)
8. search engine submission on a monthly basis to increase your web rankings and traffic
9. Get you international exposure in the media and much more!

## ADDITIONAL SERVICES

Once we make your Online Marketing Platform™ work and start making it profitable we can add on direct mail services, PR Campaigns, Celebrity Branding Services and a list of other revenue stream generators. Before any of these additional business development systems are implemented we will carefully go over the cost with you, but we are confident that the results we can produce will far outweigh what you might pay. Remember, our services cost you less than a good secretary and the idea is that we will help you make money, not just cost you money!

We greatly appreciate the opportunity to work with you to build your Online Marketing Platform™ and welcome any questions that you may have.

**Have Questions?  
Ready to Get Started?**

Contact Us!  
[www.DicksNantonAgency.com](http://www.DicksNantonAgency.com)  
Or Call Us at:  
407-215-7564

**We Look Forward to Helping You!**



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