WOM Content Outline

Keri C Seay

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# Call to action

## 60 Day Free Trial. (Introductory Rate offered and renewed for the life of the contract following the free trial.)

### Explanation of the two packages.

(Guaranteed Cost indefinitely as long as account is current)

|  |  |  |
| --- | --- | --- |
| Features | Basic | Premium |
| $299 annually  ($29.99/mo.) | $499 annually  ($44.50/mo.) |
| Listing Photos. By adding images to your business profile you will be more apt to engage customers. | 5 | 10 |
| Zip codes of the metro or nearby cities that your business serves. Your listing will appear in searches for these cities. | 5 | unlimited per state |
| List and Claim Multiple Locations. Must be under the same business name. | 2 | 5 per state |
| Listing Name, Address, Phone and Map. |  |  |
| No other business ads on Your Profile Page. |  |  |
| Syndication To Major Search Engines. Your listing information and reviews are sent to Google, Bing, and Yahoo on a weekly basis. |  |  |
| Create An Owner Message to set your business apart from competition and explain your value proposition to customers. |  |  |
| Reputation Management - Notification of Reviews. Your business will be sent an e-mail to view reviews so that you can stay on top of your reputation. |  |  |
| Powerful Link Tag to Your Site By claiming your profile you give customers a link to your site. |  |  |
| Social Site Links and Buttons to Gain leads and followers. (Facebook, Twitter, Pinterest, LinkedIn, Google+, and more.) |  |  |
| Setup Offers And Coupons. No commissions or fees paid to WOM. |  |  |
| Mobile Website |  |  |
| "Featured" Label in Search results Highlighted listing next to competitors by displaying the WOM Featured label. (Must submit Full Disclosure business docs.) |  |  |
| Social Media Marketing by WOM Twitter Post of listing and link to your WOM Profile Page. |  |  |
| Display Business, Sales/Specials Video. (Must follow ethical standards of WOM.) |  | |
| Tagline Create a short tagline message that displays at top of your listing to quickly communicate your value to customers and increase your SEO. |  |  |

### Sign up button for a Free 60 Day Trial.

### Pick the Package. (Input business information, contact information and payment information into a form that will be sent to us to be placed on-line. Payment information will be stored for the 60 days and then used if the customer does not cancel the subscription.)

## Why Word of Mouth Referral?

### Best Referral in the Business…

#### Word of Mouth Referrals.

#### We are Protecting Business’s On-Line Reputations.

#### Cost effective form of on-line advertising that validates testimonials, allows for your business to refute false testimonials, offer Deals/Specials, map your business physical location, download videos for products/Specials/Testimonials, photo gallery, a file to place your credentials/awards/licenses to be placed with the Businesses boasting Full Disclosure (Featured Business Icon).

### Who am I and why this business?

#### Keri C. Seay local business woman/entrepreneur in Charleston, South Carolina. Have been in business working in sales/marketing for over 20 years. Mainly deal with potential or current business owners looking to create or improve business through various B2B, B2C marketing avenues. Worked in the Insurance/ Financial market where she felt there was a need for a referral base business that potential clients could research the person they were attempting to trust their retirement incomes with. Full Disclosure was a staple of business for Keri. She felt that all in the Insurance/Retirement Income Planning business should disclose to their clients the percentages they were poised to make off of the transaction taking place. She was well trusted by her clients and asked constantly who’d she recommend they work with after her leaving the business. She always knew that Word of Mouth is the best referral that a business could get as well as the most detrimental thing that could happen to a business in regards to negative word of mouth, especially if that negative response is not validated and is ultimately false.

She chose to create Word of Mouth Referral to allow for a cost effective on-line advertising platform for businesses that will validate testimonials to ensure that the testimonials are not plants by those affiliated with the business, and/or testimonials made with malice intent with no formal validation. She has also created a file placement option to allow for Full Disclosure for those looking to make their business 100% transparent and easily researchable for potential customers.

### Comparison to competitors

##### Very similar to Angie’s List in regards to the listing of businesses, validation of testimonials/referrals, photo galleries, videos, specials/deals offered to customers etc.

##### Different in regards to the list is Free for potential customers and is minimal in cost for advertising businesses; validation and promotion documents are linked to participating businesses to provide for Full Disclosure and a confidant business transactions; Businesses cannot pay to be promoted to the top of the list - This is done solely by their star rating which is firmly graded by the professionals of WOM.