

SEM Coaching - 37

Monetization Strategies

Introduction

- ❖ There are many ways to monetize your online skill set
- ❖ The following skill sets are very monetizable:
 - Website building using WordPress
 - Search Engine Optimization
 - Pay-Per-Click Marketing
- ❖ In this webinar, we explore 5 monetization strategies:
 - Website Building Services
 - SEO Services
 - Lead Generation Services
 - Local Marketing Agency
 - Virtual Real Estate Leasing

Website Building Services

- How it works
 - Goal: Help clients create website
 - Skills Required: WordPress
 - Strategy:
 - Determine client's industry and preferences (e.g. color scheme)
 - Screen capture 5 potential WP themes from <http://www.themeforesttheme.com> for client to review. Client to select one of the 5 themes. Free screen capture software: <http://www.techsmith.com/jing.html>
 - Upsell SEO services
 - Charging Model:
 - Build WordPress site: \$500 to \$2,000 (one-time) depending on level of customization
 - Hosting & Maintenance: \$50/month onwards

SEO Services

- How it works
 - Goal: Help clients drive FREE targeted traffic
 - Skills Required: WordPress, SEO
 - Strategy:
 - Best to bundle with website building services
 - Install All-In-One SEO pack and edit WordPress permalinks to make WordPress SEO-friendly
 - Charging Model:
 - SEO: \$1,000 one-time & min \$500/month on-going (for 10 hours a month)
 - Content: \$50 per page (minimum 20 pages)
 - Directory submissions & Press Release: At cost
 - Recommended minimum six months contract

Lead Generation Services

- How it works
 - Goal: Help clients generate targeted online leads
 - Skills Required: WordPress, Basic HTML, PPC (Search & Display Network)
 - Strategy:
 - Purchase landing page templates
 - » <http://www.instapage.com>
 - » <http://www.unbounce.com>
 - » <http://www.semanticlp.com>
 - » <http://themeforest.net/category/marketing/landing-pages>
 - Setup PPC campaign using Google AdWords
 - Charging Model:
 - Landing page setup: \$500 to \$750 (one-time) depending on level of customization
 - Content: Client to provide
 - Lead Generation: \$10-\$50 per lead

Local Marketing Agency

- How it works
 - Goal: Help clients refer new online sales
 - Skills Required: WordPress, SEO & PPC (Search Network)
 - Strategy:
 - Build SEO-friendly WordPress site
 - Rank WordPress site on page one in search engines using SEO
 - Drive more targeted prospect using PPC
 - Build CUSTOMER list (for repeat sales)
 - Charging Model:
 - Cost per sale or % per sale: Varies by industry
 - Tuition referral: 50% of first month revenue
 - Catering referral: 10-20% of total revenue
 - Possible to MARK-UP through differentiated marketing
 - Unique Selling Proposition – e.g. unique catering menu, bundling services (e.g. venue, entertainment)
 - White-labeling – e.g. creating a differentiated brand
 - Cross sell related services – e.g. entertainment, emcee, venue



Virtual Real Estate Leasing

- How it works
 - Goal: Lease out top ranked website to local business
 - Skills Required: WordPress, SEO
 - Strategy:
 - Purchase keyword-based domain name
 - Build SEO-friendly WordPress site
 - Rank WordPress site on page one in search engines using SEO
 - Charging Model:
 - Monthly leasing fee: \$500 upwards
 - Recommended minimum 6 months lease

Appendix

PPC Services

- How it works
 - Goal: Help clients generate targeted online traffic
 - Skills Required: WordPress, Basic HTML, PPC (Search & Display Network)
 - Strategy:
 - Purchase landing page templates
 - » <http://www.instapage.com>
 - » <http://www.unbounce.com>
 - » <http://www.semanticlp.com>
 - » <http://themeforest.net/category/marketing/landing-pages>
 - Setup PPC campaign using Google AdWords
 - Charging Model:
 - Landing page setup: \$500 to \$750 (one-time) depending on level of customization
 - Content: Client to provide
 - PPC Services: \$250-\$500 (one-time) & 10%-20% of ad spend (for service fee)

