

Your web research team is running out of options to quickly improve traffic to your website. Your attention must now switch to working on the margin in order to improve your return on investment.

Keep in mind that investments to improve web traffic and productivity will benefit all of your regional web sales centers. These traffic and productivity tactics are managed from your corporate headquarters and deployed to all of your regional web sales centers. In terms of resource productivity, the more web sales centers that you operate, the lower the effective cost of marketing per center. If you have two web sales centers, the effective traffic building cost is divided by 2. If you have three, then the cost is divided by 3. This same logic applies to your other web productivity options.

More information about web traffic tactics can be found in the Help file under the section [Web Sales Center](#).

### **YOUR TASK**

Study the graphs carefully. Is it better to add 30 in commission to option A or option B? Should you increase the budget by 20,000 for option C or D? If you are heavily invested in one tactic, perhaps spending money on a lesser tactic might provide a marginally better return. Marginal analysis will yield handsome returns if managed well.

In the Workspace, you will find all of the options that are available to increase the number of visitors to your website. Select the one(s) you want to initiate (you may stop a service at any time).

In each quarter, you must set a budget for each of these web options, and for some, you must also set a commission.

