

# Web Presence and eCommerce Strategy

A PROPOSAL FOR: Global Neighbor, Inc.

February 15, 2010



## Strategic Activities to Boost Web-Based Sales

### 1 – APPLY NEW TEMPLATE TO WEB PAGES

#### Home Page

- Fix grammar.
- Improve messaging for NatureZap.
- Fix links.
- Add ability to launch how-to video.

#### NatureCut Mowers Page

- Add a product introduction.
- Improve content for readability.
- Re-format content for consistency with other product pages.

#### NatureZap Page

- Fix menus and integrate the information (video, FAQs, etc.) onto the page. (New video suggested.)
- Revise for consistent messaging.

#### BladePro Services Page

- Add a services introduction.
- Improve content for readability and consistency with other product pages.

#### NatureTill Cultivator Page

- Add a product introduction.
- Improve content for readability.
- Re-format content for consistency with other product pages.

#### Media & Articles Page

- Rebuild page for readability.

#### New Content (suggested)

- Clients/Testimonials Page
- What's New Page
- Coupons
- White Papers (existing)
- Newsletter (designed to match brand)

**BASE COST: \$ 750**

#### ADD-Ons (optional but suggested):

- New Video -- **\$ TBD.**
- Data sheets (PDFs) -- **\$ 50 each**
- As-Needed Newsletters -- **\$ 35 hr.**
- Revise Naturezap User Gd -- **\$ 35 hr.**
- Google Analytics setup -- **\$ FREE**
- Metadata tags/content for SEO -- **\$ FREE**

### 2 - INCREASE WEB SITE AWARENESS

- Request a GNI link on re-seller sites.
- Add re-seller links to GNI site. (**part of web development under Step 1**)
- Implement an affordable PPC plan.
- Establish a brand presence on FREE social-network sites (e.g., Twitter, FaceBook, LinkedIn). **\$50 each.**
- Join news groups (e.g., LinkedIn) to announce products. **\$35 hr.**

**COST: \$ Total based on selections.**

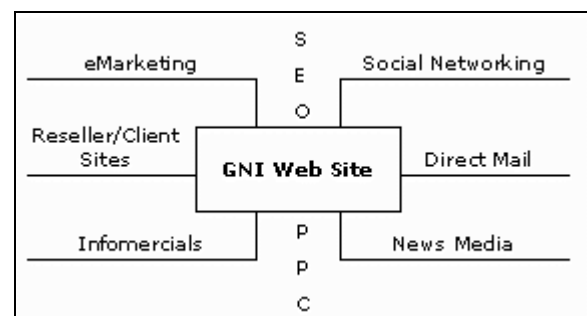
### 3 - MARKET LIKE CRAZY ONLINE

- Select eMarketing software.
- Compile eMarketing database. **\$35 hr.**
- Analyze customer segmentation and prepare database. **\$35 hr.**
- Design eBlasts. **\$35 hr.**
- Deploy daily, weekly, monthly, quarterly eBlasts. **\$35 hr.**

**COST: \$ Total based on selections.**

### SUMMARY

With a refined web site, back linking, and eMarketing strategy in place, GNI's web traffic should increase significantly and lead to steady online sales.



Together, these new online marketing efforts, combined with those already in place, should increase GNI's overall market share as well as promote new and repeat business.

## THE WRITEDATA DIFFERENCE

### OUR PROFILE

WriteData Services, LLC is a unique information-engineering company that specializes in technical communications, marketing communications, and software-related services for small, medium, and large businesses, civic organizations, and even individuals.

Now more than ever before, today's businesses want to sharply increase profits, cut costs, improve efficiency, and gain market share in their respective industries -- all at the same time! And it's no wonder -- especially in such a volatile economy, companies need to get the most bang for the buck. WriteData can help you get there. With the right communications strategy and sensible outsourcing plan, we can help you boost profits and control costs.

We offer diverse communications, eMarketing, and eCommerce services to any type of company -- large or small. And because we conduct much of our business online, we can provide a virtual staff to meet your needs on time and on budget -- no matter where you're located. So if your business lacks the resources to handle a plethora of information needs such as internal employee communications, technical documentation, marketing collateral, web-content development, or training development and deployment, we can help.

We are celebrating over 70 years experience in the Financial and Retail industries. Our company's leaders treat each new client like they are our first. And we honor that working relationship from one project to the next. Experience the WriteData difference.



### OUR SERVICES

WriteData can provide assistance with all your marketing communications. We work closely with you to engineer a comprehensive information-products plan that meets your needs and those of your customers.

Deliverables can include both print-based or electronic (e.g., web-based, freestanding, or integrated online help).

- Brochures
- Product and Services Data Sheets
- Press Releases
- Proposals
- Newsletters (for employees and/or customers)
- eMarketing campaigns
- Online surveys
- Web page content
- Graphic design

**WriteData Services, LLC**

Headquarters - Dayton, OH  
937.890.8924 - Main Office      937.671.0745 – Mobile

Chicago Office  
224-829-8991-Mobile

email: [info@writedataservices.com](mailto:info@writedataservices.com)      web: [www.writedataservices.com](http://www.writedataservices.com)

