

Welcome to Webinomics 101

Website Costs VS Print Marketing Costs



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Website Facts

- 24/7 Salesperson
- Reaches audience of over 1 billion internet users
- Informative
- Interactive
- Cost Effective
- Easy to keep current
- Editable
- Frees up Employee Resources



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Print Marketing Facts

- Can be outdated.
- Expensive.
- Limited in Information.
- Not Editable.
- Audience is limited to distribution area.
- Not interactive.
- Results not easily traced



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Web Costs

One Time Fees for 5 page Custom SEO Site

SEO Site design \$2,000.00

SEO page design, including images and links x 5 \$750.00

Total one time cost = \$2,750.00

Yearly Operating Costs

Domain Registration \$30.00

Hosting \$119.88

Total Yearly Operating Cost = \$149.88



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Print Add Costs in Various Publications

One Time Fees For 1 Page Print Adds

Professional 1 page Ad Design = \$2,000.00

Yearly Advertising Costs for Various Print Publications

Monthly Advertising Fee for ½ page in Can Pages.	\$10,000.00
Yearly Advertising Fee for 1 page in business publication.	\$16,800.00
Yearly Advertising Fee for ear lug in the Sun.	\$13,000.00
Yearly Advertising Fee for small Herald ad	\$100,000.00



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Web Costs vs Print Ad Cost Overview

•One Time Web Costs = \$2,750.00

•Yearly Web Costs = \$149.88

•Cost for 1st year = \$2,899.88

•Cost for 2nd year = \$149.88

•Cost for 3rd year = \$149.88

•3 year total cost = \$3,199.64

•One Time Print AdCosts=\$2,000.00

•Yearly Print Costs = min \$10,000.00

•Cost for 1st year = \$12,000.00

•Cost for 2nd year = min \$10000.00

•Cost for 3rd year = min \$10000.00

•3 year total cost = \$32,000.00



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In Closing

All well run companies have a marketing budget. This marketing budget needs to achieve results, and having a properly designed and maintained website can advertise your business to **MANY** potential customers. A website development and maintenance budget should be set aside as part of any successful marketing campaign in order to take reach the new web generation.



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**Thank you for taking the time
to view this presentation !!!!!**



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