

# Internet Marketing Tutorial

- What is Internet Marketing?
- Why should companies invest in Internet Marketing?
- Benefits & advantages of Internet Marketing
- Business/Pricing models
- Cost Savings Scenarios

# What is Internet Marketing?

**Internet marketing**, also referred to as **web marketing**, **online marketing**, or **eMarketing**, is the marketing of products or services over the Internet.

# Why should companies invest in Internet Marketing?

- Agility
- Accessibility
- Interactivity
- Measurability (Accountability)
- Profitability (Positive ROI)
- Reach

# Benefits and Advantages of Internet Marketing?

- Effective programs deliver a positive return on your investment
- Dynamic versus static
- Cost
- Potential reach
- Measurability
  - Impressions
  - Open Rates
  - Click Thru Rate
  - Leads or sales generated
  - And much more!

- Pay Per Lead (CPL)
- Pay Per Impression (CPM)
- Pay Per Click (CPC)
- And many more!

# Cost Savings Analysis #1

Prospect :

“You said the average cost per click is \$5-6, but I only pay \$2 per click.

Problem:

Determine the ROI analysis of the Google and ExpertHub campaigns, the prospect did not provide you with any additional conversion rate or lead volume statistics.

	Google
Cost Per Click (CPC)	\$2.00
Conversion Rate	3%-5%
Cost Per Lead 3%	$\$2.00 \times 20 = \$40$
Cost Per Lead 5%	$\$2.00 \times 30 = \$60$

	ExpertHub
Subscription Cost	\$2,000
Historical Inquiries	80-120
Cost Per Lead 80	$\$2000/80 = \$25$
Cost Per Lead 120	$\$2000/120 = \$15$

ROI Analysis Rebuttal:

“At \$2 per click, your Google campaign is backing out to \$40-60 per lead, while ExpertHub is backing out to \$15-25 per lead. ExpertHub is still saving you \$15-45 per lead!

# Cost Savings Analysis #2

Prospect :

“You said the average cost per click is \$5-6, but I only pay \$1 per click

Problem:

Determine the ROI analysis of the Google and ExpertHub campaigns, the prospect did not provide you with any additional conversion rate or lead volume statistics.

	Google
Cost Per Click (CPC)	\$1.00
Conversion Rate	3%-5%
Cost Per Lead 3%	$\$1.00 \times 20 = \$20$
Cost Per Lead 5%	$\$1.00 \times 30 = \$30$

	ExpertHub
Subscription Cost	\$2,000
Historical Inquiries	80-120
Cost Per Lead 80	$\$2000/80 = \$25$
Cost Per Lead 120	$\$2000/120 = \$15$

ROI Analysis Rebuttal:

“At \$1 per click, your Google campaign is backing out to \$20-30 per lead, while ExpertHub is backing out to \$15-25 per lead. ExpertHub is still saving you \$5-15 per lead! Plus with keyword costs continuing to increase, your CPL will go up as well.



# Cost Savings Analysis #3

Prospect Stats:

Monthly Google Costs: \$5,000, Conversion Rate: 8%, 1500 clicks month

Problem:

Determine the ROI analysis of the Google and ExpertHub campaigns

	Google
Monthly Cost	\$5,000
Conversion Rate	8%
Clicks Per Month	1500
Leads Generated Per Month	$1500 * 8\% = 120$
Cost Per Lead (CPL)	$\$5000 / 120 = \$41.67$

	ExpertHub
Subscription Cost	\$2,000
Historical Inquiries	80-120
Cost Per Lead 80	$\$2000 / 80 = \$25$
Cost Per Lead 120	$\$2000 / 120 = \$15$

ROI Analysis Rebuttal:

“Your \$5,000 monthly spend is netting you about 120 leads per month, that back out to \$41.67 per lead. A \$2,000 monthly subscription with ExpertHub backs out to \$15-25 per lead, saving you \$15-25 per lead (plus the cost of your Google account management fees. And with keyword costs continuing to increase, your CPL will go up.)

