

HELPFUL ADVICE - SAVE TIME CONCENTRATING ON YOUR BUSINESS

Let us protect you from all those pesky sales people.

How many phone calls do you get from advertising sales people seeming to sell the same product?

If it's more than 2 a week, you've lost about 20 minutes. For the year that's 17 hours wasted on the telephone. If your hourly cost is say \$100 per hour, that's \$1,700.00 in earnings that you missed! It's expensive and the results that you will achieve on your own dealing with these people are minute.

We can solve that problem for you, sift through the good proposals versus the bad and allow you to be more profitable.

ADVERTISING DOES WORK WHEN YOU KNOW WHICH PRODUCT TO BUY

Wearing an Additional "Hat" to Understand Complex Advertising is Taking Up Too Much of Your Valuable Time

And are you buying advertising products that are not a productive solution for your industry nor your business?

We have an extensive advertising sales and marketing background and know the negatives of the various advertising products that managers train their sales staff to avoid telling you. We also know which types of advertising products, due their costs are best suited for different industries.

You don't have money to throw away nor time to waste and we can help with that problem. We will be the Gate Keeper to circumvent the pesky sales person and also council and provide you true statistics on the different products that will perform for you.

Our objective is to make you money by allowing you to do what you do best and also prevent you from making very expensive mistakes on your advertising.

We Help You Manage Your Online Reputation

Everyone has a reputation to protect. With the advent of the Internet, the challenge of maintaining a top-notch reputation has increased-but is by no means an impossible task.

Online reputation is important. According to a survey by the Opinion Research Corporation, 84 percent of Americans say online reviews influence their purchasing decisions.

Whether in the form of online customer reviews or emails back and forth between friends, your Internet reputation matters. Here are five steps that we do to protect it.

- We do simple Google search for your name or business to find what's been said about you. Next, we put a Google Alert into place that automatically sends you an alert whenever something new about you appears on the web. Similar systems such as Bactweets.com let you monitor what's being said on Twitter.
- Have a website and keep it updated. An important element of your online reputation is your website where you have complete control over what's said.
- Keep your online identity consistent. You can do inadvertent harm if, for example, your business says one week on your web-site you specialize in auto repair, only to be followed by a posting the following week about selling scrap part. Stories like these can skew who you are can raise questions in others' minds. Keep your company's voice uniform and regular.
- Take the high road with criticism. No matter your level of professionalism, someone's bound to be unhappy with your services or products at some point, and will post a bad review or public comment. Do not make the mistake of responding in anger. First, investigate the issue-if the complaint is justified. There's no harm in an apology even if the snafu seems misdirected or flimsy.
- We counter the bad with the good. Perhaps the best way to offset negative online feedback is with positive news, like if you've had a customer who's been satisfied with your business, urge them to post a comment. Get your friends behind you, and talk the truth, however, don't plant concocted or excessive testimonials because often their excess is easy to spot.

Which Advertising Media is the Best for Your Business

What amount of money spent on advertising equates to what kind of a result?

The Wharton School of Business tracked the return-on-investment experienced by several dozen small businesses as a result of advertising. These businesses were scientifically monitored and measured for seven years. The final report comprised 2,500 pages and had three conclusions:

Results are linked to the message. Two advertisers invest the same amount of money reaching the same target audience. One succeeds brilliantly. The other fails miserably. The difference between these two was in the message of their ads.

Ads that speak to the customers' heart are the ones that turn little companies into big companies.

Few people know how to write such ads. Most business owners approach advertising with the goal of merely getting their name out. There is no evidence that this will help. The Wharton study indicates that everything hinges on the message you attach to your name. **Is** your message predictable and, consequently, boring? Is it believable? Is it relevant to the perceived need of the reader/listener/viewer? Tempt a dog with a bowl of rice, and he'll ignore you. Put a steak in the bowl, and you'll have his undivided attention. Your prospective customers are no different. What have you been putting in their bowls?

3. Results increase with repetition. When you've identified a message that generates a positive response and you deliver that message consistently, business growth in year two will be approximately twice the growth of year one. Growth in year three will be approximately triple the growth of year one, with growth measured in dollars, not percentages. But following year three, anything can happen. **Your business** can explode exponentially, or it can flatten out as though hitting an invisible glass ceiling. I've seen clients grow to 70 times their original size, and I've seen clients slowly grow to only double or triple their original volume and then flatten out. The difference is in the clients, not in the ads.

The follow-up question is assuming you've found a message that **works**, which medium is going to give the most for your money? Again there's no simple answer, but we will try to give you a frame of reference. These are the major media, with some more expensive than others. The one that's right for you depends entirely on your business.

- **Outdoor advertising/billboards:** These reach more people per dollar than any other media but your message is limited to a picture and no more than eight words.
- **Radio:** Reaches the second most people per dollar, but cannot be targeted geographically and can only be loosely demographically targeted. Usually, this advertising does better for large ticket items.
- **Cable television:** Easily geographically targeted but if budget restricts your ad will likely look homemade.
- **Broadcast television:** Big prestige is big bucks. Can target psychographic profiles. Buy specific shows; never buy a rotator package.
- **Newspapers:** Reach customers who are in the market to buy today, not customers who will buy in the future
- **Magazines:** Expensive, but high-impact with tight targeting. Little waste. Weakness is infrequency of repetition.
- **Direct mail:** Highly targeted, all the way down to the level of the individual. But very expensive to do right.

- **Yellow Pages:** A service directory for the customer who has not yet made up his or her mind and is very foolish for retail [businesses](#).

PowerPoint Presentations, Data Processing, OCR/Scanning

We offer effective PowerPoint presentations. PowerPoint is like any canvas and it depends upon the creator to bring out the masterpiece. We keep this same principle in making PowerPoint presentations. We take the time to understand the purpose of your slideshow and do the necessary preparation and research on your topic of choice. The depth of your knowledge of your business combined with our expertise creating PowerPoint presentations, will allow you to focus more on organizing your ideas rather than learning software and organizing at the same time. Our services can increase your productivity.

Data entry services such as online/offline data entry, data processing, data conversion, data capture and catalog processing. In order to be processed by a computer, your data needs first be converted into a machine readable format. Once data is in digital format, various procedures can be applied on the data to get useful information.

The word data is used to mean information in large amounts in a standardized format. Data may be or contain letters, numbers, equations, dates, images, and other material.

Our services can increase your productivity & lessen the burden by outsourcing data entry & data digitization.

OCR/Scanning. Document scanning is one way to store print documents digitally. We are capable of scanning text and turning pictures of words into editable text using a scanner and OCR software.

A Great Complement to Your Advertising Agency

Perhaps your advertising agency has graphic designers, but no web developers. Our team which includes graphic designers, Flash developers, HTML specialists and PHP developers, we can partner with your existing agency.

We'll work with your graphic designers. Tight deadlines are no problem. We can write the project requirements. The site goes in your portfolio, not ours!

Some of the best advertising agencies in the Southeast will turn Web Consulting Services when they need a reliable partner who produces design work at a fair price.

We currently work with several advertising agencies, public relations firms and even other web development companies. Many of our partners don't have the on-staff resources to develop a complex web site, but they have a strong relationship with a client and they have a creative vision for a site that will improve that client's business.

At Web Consulting Services, we understand that if we provide prompt, professional service and are honest with the advertising agencies that hire us, they'll keep using our services for future projects. And because we do not offer agency service for media talent, copywriting, brand development, commercials and production, we're not in competition but are a complement. We are primarily geeks composing website coding.

Because we understand how important it is to build a long-term relationship with ad agencies, we always meet our deadlines, deliver a work product that exceeds your expectations and adhere to your budget for the project.

Looking for a Good Advertising Agency?

We can recommend about five different advertising agencies in the southeastern states. They are located in Atlanta, Charlotte and Winston-Salem. Give us a call and we'll introduce you to one that suits your advertising needs the best.

**Web Consulting Services • Charlotte 704-377-0622 • Atlanta 404-492-7977 • Raleigh 919-747-4554
800-326-3259 • PO Box 33502, Charlotte NC 28233 • [email](#)**