

Internet Consulting, Inc.'s Roadmap for Success

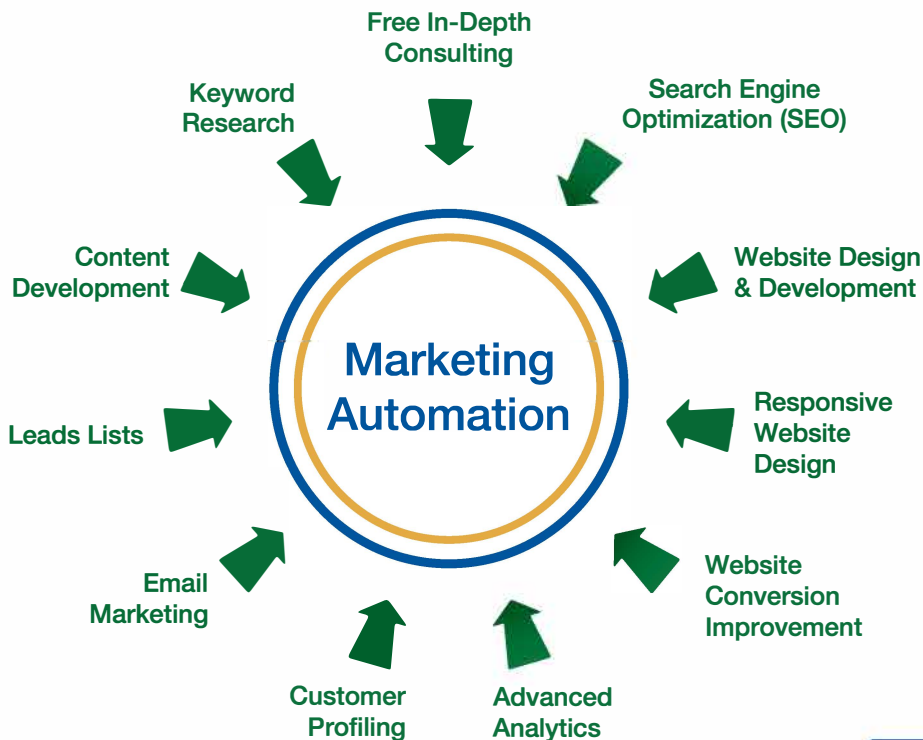
We are able to:

- Be your turnkey agency solution
- Assist on-site staff already handling initiatives
- Compliment already outsourced campaigns
- Or provide do-it-yourself tools



Getting the right content in front of the right people at the right time

= Quality New Customers



We know you can't create the need like in the consumer market.

We speak the industrial and internet languages fluently

Our in-depth consulting is always **FREE**



Know the successful evolution of your internet presence is in place.

Internet Consulting, Inc.'s Roadmap for Success

The 1st Step... is to fill out Internet Consulting, Inc.'s [no cost in-depth consultation form](#)
(This will enable your consultation to be specific - we won't be talking generics. You will receive impactful frontline details.)

Step 2... We will collaborate with you on initiatives that get you in front of your target audience(s).

Common reasons potential customers search the internet for new suppliers

Changes Within a Company

- New decision-makers want to add or consolidate vendors
- The company is designing a new product line or redesigning an existing one
- The company has been acquired
- A decision has been reached to "buy" versus "make"
- A decision has been reached to "make" versus "buy"
- To guarantee the company has an uninterrupted supply

- Hire of new personnel who use the internet to source

Changes Outside the Company

- A competitor has gone out of business and their customers are searching for a replacement
- A potential customer has entered your market
- Government regulations (EPA, OSHA, etc.) or green initiatives have necessitated changes in manufacturing
- An importer is looking for domestic sources

Problems with the Previous Supplier

- Delivery and service problems
- Quality control issues
- Personality clashes between the sales team and customer
- Price increases

Emergencies

- Natural disasters – floods and other weather-related issues
- Man-made events – labor strikes, acts of terrorism, war efforts

Customers

- Current customers who don't know that you make additional products they need
- Former customers
- New customers using your products or services for a new "Hidden Market" need that you would not have thought of targeting

Our industrial clients are not able to create the need for their supplying capabilities

Suppliers that do not set up and evolve their internet presence suffer significant opportunity costs. Companies that are slow to get their internet initiatives in place suffer a significant competitive disadvantage.

Our Services:

In-depth Internet Consulting starts with an overview, then for each initiative you are interested in. We never charge for our consulting services - we want every dollar you invest going towards the front line of achieving your internet goals.

Our best clients are educated. How are you able to make an educated decision without knowing the initiative details? We genuinely love what we do and want to help people - it isn't work, it's play for us. In addition, our credibility and expertise are clearly established during our consulting - which makes it an easy decision to partner with us.

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Keyword Research = free with any website design, SEO, or marketing automation solution. Building your solutions around your supplying capabilities terms is one of the foundations of success.

We will build your initial list via your website & competitors' sites. Then have you review, revise, and prioritize this list. Then integrate these terms into all your initiatives.

Custom Content Authoring

Significantly discounted with any website design or internet marketing initiative.

Lack of quality content is one of the top reasons for initiative delay or derailment. Ongoing quality content development is a foundation of success.



Many of our clients are good at explaining their unique supplying capabilities to potential customers, staff, and vendors - however publishing the detailed content in a format they are proud of, that also gets them in front of their elusive internet audience, is a problem. We solve this problem fast, easy, and affordably.

We specialize at authoring and integrating your quality content into:

- Web page copy
- Search Engine Optimization (SEO)
- Email marketing
- Advertising copy
- Newsletters
- Articles
- On and off-page blog posts
- Social media content
- Product descriptions
- Video scripts

Don't let the task of content development delay or derail your new website or marketing initiatives. We are also able to provide great stock images with content if you do not have your own.

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Website Redesign

In addition to designing a great new look and feel for your website -

we specialize in:

- Conversion improvement
- Search engine optimization (SEO)
- Responsive website design (so your site morphs to fit different size desktops, tablets, and mobile phones - for usability and this is a weighted Google SEO factor).



Our website design is fraction of the investment of other top firms.

Search Engine Optimization (SEO)

Our SEO specialists will get you favorably indexed/ranked on the top search engines.

There are significant on-page and off-page SEO factors. Look at "The Periodic Table Of SEO Success Factors" and read our "Google's Algorithm Change History" for more details.

The search engines are continually updating their indexing/ranking criteria, and competitors are constantly vying for top positioning, therefore in order to achieve and maintain your SEO goals there is an initial set up fee and ongoing monthly fees.

Our SEO rates are a fraction of the investment of other top firms.



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Quality B2B Leads Lists

Our list broker Greg Rubin has access to over 70,000 B2B databases.

In addition, our leads lists partners include GoLeads, DatabaseUSA, infoUSA, MegaLeads, and more.



DatabaseUSA

DatabaseUSA.com Offers the Best Database of U.S. Email Names, Mailing Lists, Sales Leads, Database Services, Data Enhancement, Data Analytics, Email Campaigns and ...


[Read More](#)



GoLeads

GoLeads has access to virtually every business and household in the U.S. GoLeads provides complete turnkey list and email deployment services.

[Read More](#)



MegaLeads

Megaleads has Real-Time Email Verification (REV) Technology for B2B leads. Sales Leads searched and grouped by type of business, SIC code, company name, executive title, state, zip code, area code, employee size, annual sales, and more.

[Read More](#)



InfoUSA

Mailing Lists - Email Marketing - InfoUSA - Nation's largest business & consumer list company. 25 million business and 245 million residential sales leads

[Read More](#)



Prospects Influential

Experienced direct marketing list brokers with access to over 70,000 targeted B2B lists, including opt-in email lists, mailing lists, telemarketing lists and more.

[Read More](#)



Clickback

Clickback email lead generation software allows you to send emails to prospects, clients, and purchased lists. It's 100% CAN-SPAM compliant, all lists are cleansed, validated, and go through anti-spam risk checks, and more.

[Read More](#)

Our leads lists specialists will help you profile your exact target audiences and provide quality lists for email campaigns, sales leads, direct mail, and other initiatives.

We drive quality new prospects direct from the source to your website. SEO takes time, marketing automation requires significant top of funnel activity—jumpstarting your quality usage via leads lists is a good idea IF done correctly. If done incorrectly, you'll be labeled a spammer, and crush your domain authority.

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Email Campaigns

Email marketing if done correctly is a great way to prospect, lead nurture quality prospects into customers, provide customer service, and keep top of mind with existing customers.

Our industrial B2B email campaign specialists will help you jump start quality activity by helping you (or being a turnkey service) email to purchased, cold, and past clients' lists via ClickBack.



Most email platforms do not allow you to send emails from lists that are not permission-based or opt-in.

We ensure your B2B lists are quality, cleansed, verified, CAN-SPAM compliant, and run through other critical spam-checking techniques and ensure your domain authority is strengthened - so you are not labeled as a spammer.

Touching prospects, and clients, from multiple initiatives with the right content at the right time is proven to increase quality conversions. The combination of your website, SEO, email marketing, and marketing automation is a proven successful strategy.

Let us help you properly profile your target audience(s), pair you up with quality list providers, and provide insight to help you design your own email campaigns - or we would be happy to be your turnkey email campaign provider.

CLICKback

is the #1 recommended email campaign provider to purchased or cold lists

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Lead Nurturing with Marketing Automation

Our marketing automation specialists Jake & Riley have designed thousands of marketing automation campaigns when they worked in Act-On's production department.

We will provide you with:

- A) the do-it-yourself Act-On marketing automation tools
- B) we are amazing at helping with your marketing automation strategy designing in-bound and out-bound initiative templates for you
- C) or managing entire campaigns.



Jake & Riley would be happy to:

- Develop Buyer Personas
- Map your Buying Processes
- Update Lead Scoring
- Create Act-On Contact and Sign Up Forms
- Configure Progressive Profile Rules
- Identify and Gate Web Content
- Cleanse and Validate Lists
- Clean Up and Consolidate Lists (Master List)
- Create Lead Scoring Segments
- Build Hot Prospect Alerts
- Build Automated Program 1 Framework
- Generate Content for Automated Program 1
- Launch Automated Program 1
- Build Automated Program 2 Framework
- Generate Content for Automated Program 2
- Launch Automated Program 2
- Build Automated Program 3 Framework
- Generate Content for Automated Program 3
- Launch Automated Program 3
- Create Act-On Campaigns for Funnel Stages

Internet Consulting, Inc.'s Roadmap for Success

Internet Consulting, Inc. doesn't understand how so many businesses invest significant time, efforts, and money in generating leads, but don't implement lead nurturing via marketing automation and therefore do not get the right content in front of the right people at the right time - resulting in inefficient marketing and sales funnels.

- Customer onboarding
- Customer retention
- Cross selling and upselling
- Lost customer reengagement
- Lost deals returned to marketing
- Long term engagement/nurturing
- Internal marketing
- Ongoing social media efforts
- New product and service offerings
- Tradeshow promotion
- Event marketing
- Sales Enablement
- Product specific programs



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Additional services include:

- Video Design and integration into your initiatives
- Paid Search/PPC/Sponsored Links
- Social Media Marketing
- Graphic Design
- Product Packaging Design
- Domain Names & Website Hosting
- Advanced Analytics/Reporting

Conclusion:

The internet is a powerful lead generation, customer service, and interactive sales tool. If properly set up and maintained, it should be viewed as your top sales person.

Internet Consulting, Inc. is the solution to the successful evolution of your internet presence. We are industrial internet specialists that provide the do-it-yourself tools, or work with your existing staff, or are your turnkey solution.

Help us help you by going through our no-cost in-depth consultation - or if you are receiving this as a follow-up summary of our suggested roadmap to success let's get started!

We love what we do and guarantee you will be happy partnering with us.

If you like our website, our emails, educational PDFs, or in-depth consultation, kindly:

- Save www.internetconsultinginc.com to your bookmarks
- Give us a 5-star Google review
- Share us with your social media contacts

