

# ASSOCIATIONS WE WORK WITH

The following Associations and groups have enjoyed working with WSI and leveraging our Voice of Digital Marketing program to bring more value to their membership base.



To learn more about the WSI Voice of Digital Marketing Program and how you can include it into your member benefits please visit:

[wsi-emarketing.com/Services/Associations.aspx](http://wsi-emarketing.com/Services/Associations.aspx)

## ABOUT WSI

WSI leads the global Internet industry offering best of breed digital marketing solutions to suit the needs of businesses across multiple industries. The company has the world's largest Internet Consultants' network operating in more than 80 countries and a head office in Toronto, Canada. WSI Consultants have helped thousands of businesses realize their online marketing potential. By using innovative Internet technologies and advanced digital marketing strategies, businesses can have a WSI Internet Marketing System tailored to their individual needs to elevate their Internet presence and profitability to new levels. With the support and cooperation of its customers, franchise network, employees, suppliers and charitable organizations, WSI aims to help make child poverty history through its global outreach program ([www.makechildpovertyhistory.org](http://www.makechildpovertyhistory.org)). For more information about WSI's offerings and business opportunities, please visit our website at [www.wsidigitalmarketing.com](http://www.wsidigitalmarketing.com).



The information herein is the property of Research and Management Corporate (RAM). We are an independently owned and operated WSI franchised business.

©2011 RAM. All rights reserved.



# THE VOICE OF DIGITAL MARKETING



**A Value-Added Educational Program for Your Members**

# WSI'S VOICE OF DIGITAL MARKETING

Through WSI's Voice of Digital Marketing Program, our goal is to educate your members on the latest in digital marketing including recent marketing trends for today's businesses and best practices for online advertising. Our network of Certified Digital Marketing Consultants have years of experience in the digital marketing space and are ready to conduct online seminars for your membership base on any of the following topics:

- » Conversion architecture
- » Paid search marketing
- » Search engine optimization
- » Social media marketing
- » Display advertising
- » Online lead generation
- » Building brand credibility
- » Online reputation management
- » Customer retention strategies
- » Mobile marketing
- » And much more!

Education, on topics around digital marketing will be of specific interest to your members. Not only is it a subject matter that brings a great amount of value to their business but it is also an area most of them have very little knowledge about.

We are certain our Voice of Digital Marketing Program will complement your current membership benefits and bring your members ongoing value.



## EDUCATION PROGRAM AT A GLANCE

Below is a snap shot of the initial digital marketing webinar series that we would conduct with your membership base. This line up of topics is a great stepping stone for expansion into more in-depth topics and strategies.

For each of these topics we are able to offer exclusive deals to your members as well as provide them with additional education resources in the form of whitepapers or articles.

	<b>DIGITAL MARKETING</b>
<b>Webinar 1:</b>	Introduction to Digital Marketing: Moving Offline to Online
	<b>ONLINE ADVERTISING</b>
<b>Webinar 2:</b>	Building Targeted Traffic –Turning Your Visitors into Customers
	<b>LOCAL SEARCH STRATEGIES</b>
<b>Webinar 3:</b>	How Google Places Has Changed the Local Search Landscape
	<b>SOCIAL MEDIA MARKETING</b>
<b>Webinar 4:</b>	Understanding Social Media & Advertising Online
	<b>MANAGING YOUR ONLINE REPUTATION</b>
<b>Webinar 5:</b>	Online Reputation Management: 3 Steps to Balance Risk and Reward
	<b>MOBILE MARKETING</b>
<b>Webinar 6:</b>	The Power of Mobile Marketing

## HOW YOUR ASSOCIATION WILL BENEFIT BY WORKING WITH WSI



### Acquisition

Attract new members and grow your database



### Retention

Increase the loyalty level of your existing members



### Expansion

Bring value to your members and help them grow their business

