

25<sup>th</sup> February

Dear Sirs,

#### Introduction

The Online Marketing Company is a business opportunity brought forward by share holders that have been in the internet marketing industry from the very beginning. This wealth of experience and knowledge has been packaged together in an easy to follow lucrative business opportunity.

My dad once sat me down and explained to me the value of residual income. He said son there is no better way to ensure long term wealth than combining upfront commission to pay the bills with an ongoing monthly payment from every contract you sign. He was right as usual and I am sure that you are aware of this fact for yourself as residual income grows and grows. It always comes down to finding the right opportunity that is sort after by the market.

You have found the best business opportunity available in South Africa at present. Online marketing has matured to a place where everyone knows that they have to get their market share online. You look at the fact where about 80% of searches for products and services now takes place on the likes of Google and no longer the Yellow Pages.

The market is so ripe that you will find that your closing ratios will be very high. What is still the best part to us is that once a client has received our service they never leave. This way what you earn today will stay with you for years to come...what could be better than that?

#### Who are we?

The Online Marketing Company is what the name states run by individuals that are passionate about the industry and obtaining results for our clients from the different online media outlets.

Our experience is not just in the online marketing industry but spreads into the traditional offline industry. In fact we are one of the very few companies in South Africa that know how to amalgamate the online and offline strategies into one very powerful campaign.

**Derek de Bres** : Managing Director, who has been involved with the internet from the very beginning. His experience in traditional advertising and online marketing makes him sought after in the market place.

**James Wilmans**: Technical Director, constantly in touch with up-to-the-minute keyword trends and marketing opportunities.

**Marysa de Bres**: Administration Director, is a legal secretary and has managed the administration structures of some of our largest corporate brands here in SA.

#### What we have to offer:

Our services are at the cutting edge of the world market. They are an essential part of every companies marketing strategy. There are over 5 million internet users here in South Africa. It is now estimated that over 80% of companies looking for services and products from other companies are now looking on the different search engines (electronic directories). We place our clients where they get business!

## What We Offer Your Clients

1. Analysis of the customer's business
2. Make a list of all their services and products
3. Take these products and services and analyse how and how many searches there were online for them
4. If they do not have a website we will quote on one for them
5. We will register a domain for them
6. See what the strength of competition is for each search term
7. Analyse the clients current website to ensure it is search engine compliant
8. Build a strategy to get our clients to the first page of Google etc

Effectively what we offer our client is a turnkey solution where we analyse the market place for them and then get those enquiries for our clients. There is no guess work as it is an exact science that we know the formula to.

No other advertising can compare to what we do because, we can tell you exactly how many people searched for you and how they did it. We can take this sector and measure every part of it to maximise the result for our clients. Tradition media you guess the size of the readership and have no idea how many will call or called from the last advert your client placed.

The Online Marketing Company has telescopic laser sights to aim at your clients market ensuring that your customers get the very best value for money.

The strategies we use to target this market place are confidential as they are unique to our company. We do not take short cuts in this department like others who would spam the different search engines to get listed. We go to each site and correctly list you so it maximises the effect on all the different search engines ensuring that you climb the rankings on the different search engines. This is done manually ensuring maximum results.

With the new rules and new algorithms from the major search engines like Google it is imperative to follow these rules and this way you will optimise the result for each and every client we have. There are many different software solutions out there promising you the world for a once off fee. I can tell you that from experience these do not have a good long term result and in most instances the top search engines frown on them and will even penalise you for using them. This is spam to them...so do not go that way unless you want to waste a domain name.

What we have is an incredible product offering where our clients truly benefit from our services each and every month. Once again there is no guess work and we can show the results every month of what we have achieved. The growth potential market for these services is enormous with enormous profits to be made by every agent involved. One experiences very little attrition in this market and this will lead to a huge residual income for our partner.

## The Product Range Broken Down

Traditional website design and SEO for corporate market

1. Domain name registrations
2. Website design
3. Website hosting

4. Email service
5. Ecommerce
6. Blog designs
7. Article scripting
8. Social book marking
9. Social media marketing
10. Viral marketing
11. Email marketing
12. Key word research
13. Online PR

### **Packages for clients**

#### **Platinum**

1. Web site design of +-10 pages with integrated blog
2. Linking to 100 relevant search engines and trade directories
3. Set up digital signatures on 10 relevant blogs
4. Set up RSS feeds
5. Free Web site hosting
6. 10 free email addresses
7. One email news letter sent out and posted on your website blog
8. Unlimited bandwidth
9. Unlimited hard drive space
10. Create 20 articles to target online market
11. Join and create a digital signature and comment in these social forums daily
12. Post these articles on the different blogs to build back linking
13. Social book mark these blogs

Set up of website R4000.00

Linking on search engines and trade directories R3000.00

22 hours of online marketing R5000.00

#### **Gold**

1. 1Web site design of +-10 pages with integrated blog
2. Linking to 100 relevant search engines and trade directories
3. Set up digital signatures on 10 relevant blogs
4. Free Web site hosting
5. 10 free email addresses
6. One email news letter sent out and posted on your website blog
7. Unlimited bandwidth
8. Unlimited hard drive space
9. Create four articles to target online market
10. Post these articles on the different blogs to build back linking
11. Social book mark these blogs

Set up of website R4000.00

Linking on search engines and trade directories R3000.00

Four hours of online marketing R1200.00

**Silver**

1. Web site design of +-5 pages with integrated blog
2. Linking to 100 relevant search engines and trade directories
3. Set up digital signatures on 10 relevant blogs
4. Free Web site hosting
5. 5 free email addresses
6. One email news letter send out and posted on blog
7. Unlimited bandwidth
8. Unlimited hard drive space
9. Minimum of 1 hour per month for online marketing at R300.00 per month

Set up of website R3000.00

Linking on search engines and trade directories R3000.00

One hour labour for online marketing R300.00

**Bronze**

The unbelievable free offer for the SMME market

1. Free template website 5 pages with integrated blog
2. Free monthly hosting
3. 5 free email addresses
4. Free unlimited bandwidth usage
5. Free unlimited hard drive space
6. The only costs are R500.00 once off for set up of domain emails and administration
7. One hour minimum online marketing at R300.00 per month ex VAT
8. News letter email send out to their client base at only R300 per mail shot

Set up of template designed site R500.00

One hour labour for online marketing R300.00

**Ecommerce Sites and Online Marketing Extras**

Ecommerce sites vary as one will have just a few products and other will have hundreds if not thousands of products to be uploaded. This is why these site need to be on as per quote basis. You may have a client that will need to target quite a few different search terms and then the monthly amount can grow by R300.00 per hour of work that is needed.

We are here to help and what we sell as extras on your leads you will be re-imbursed at our full agreed value.

**The Remuneration**

There is two earning opportunities in the agency offer. Remember that this opportunity is based on you adding value to your existing clients while earning off the services we provide them. Some of our agencies want to sell themselves and we provide the full training required for them to be successful. The others would rather pass the leads onto our well trained staff that will look after

your clients and do the evaluation and sales for you. These agents earn off your leads so they will do their very best for your clients. We also monitor their service levels ensuring customer satisfaction.

**Personal Sales**

1. 25% of the net sale excluding VAT will be paid on all upfront payments
2. 15% of the gross monthly fee collected will be paid ongoing if you are still servicing that client.

**Referral Earnings**

1. 15% of the net sale excluding VAT will be paid on all upfront payments
2. 10% of the gross monthly fee collected will be paid ongoing if you are still servicing that client

**The Fantastic Earning Potential**

We have agents that have introduced us to a few clients per week. They have enjoyed an extra income of close to R10000 over the last few months. The numbers below are very valid and you can see what you can earn as you go along. Word of mouth marketing is the best form of marketing and we reward you for spreading the word.

**Earning spread sheet**

The spread sheet is very easy to read and I am sure that these numbers will excite you.

<b>Referral Earning Potential</b>	<b>Value of sale</b>	<b>One sale</b>	<b>Two sales</b>	<b>Three sales</b>	<b>Four sales</b>	<b>five sales</b>	<b>twenty sales</b>
Platinum Set Up	7000	1050	2100	3150	4200	5250	21000
Platinum Monthly residual earnings	5000	500	1000	1500	2000	<b>2500</b>	10000
Total earnings per sales		1550	3100	4650	6200	7750	31000
Gold Set Up	7000	1050	2100	3150	4200	5250	21000
Gold Monthly	1200	120	240	360	480	<b>600</b>	2400
		1170	2340	3510	4680	5850	23400
Silver Set Up	6000	900	1800	2700	3600	4500	18000
Silver Monthly	300	30	60	90	120	<b>150</b>	600
		930	1860	2790	3720	4650	18600
Bronze Set Up Special comm.	500	100	200	300	400	500	2000
Bronze Monthly	300	30	60	90	120	<b>150</b>	600
		130	260	390	520	650	2600

<b>Personal sales</b>	<b>Value of</b>	<b>One</b>	<b>Two</b>	<b>Three</b>	<b>Four</b>	<b>five</b>	<b>twenty</b>
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	sale	sale	sales	sales	sales	sales	sales
Platinum Set Up	7000	1750	3500	5250	7000	8750	35000
Platinum Monthly residual earnings	5000	750	1500	2250	3000	<b>3750</b>	15000
Total earnings per sales		2500	5000	7500	10000	12500	50000
Gold Set Up	7000	1750	3500	5250	7000	8750	35000
Gold Monthly	1200	180	360	540	720	<b>900</b>	3600
		1930	3860	5790	7720	9650	38600
Silver Set Up	6000	1500	3000	4500	6000	7500	30000
Silver Monthly	300	45	90	135	180	<b>225</b>	900
		1545	3090	4635	6180	7725	30900
Bronze Set Up Special comm.	500	100	200	300	400	500	2000
Bronze Monthly	300	45	90	135	180	<b>225</b>	900
		145	290	435	580	725	2900

As you can see this can build into a great earning opportunity that we know you will enjoy. Our current agents have said that on a few occasions that the earnings they have received from us is almost too good to be true.

Imagine taking home an extra couple of thousand Rand for just referring your existing clients to a fantastic service. It is that easy!

Ask for and agent agreement form today and boost your earning potential you and your clients will be happy!

Kind regards

Derek de Bres  
 MD  
 The Online Marketing Company