

# DIGITAL SERVICES OVERVIEW

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# Goals & Approach

## Goal

Provide a high-level understanding of available digital services, including:

- Descriptions
- SMB demand
- Ease of adoption
- Potential ROI
- Apple to apple comparison

## Our Approach

- Services for the small business marketplace
- Focus on full-service options through a vendor
- Figures represent an average of higher and lower-cost service providers
- Only includes services widely available to all businesses
- Results are based on historical data and predictions from reputable sources
- Used data to create a rating system: *high, moderate, and low*

# Websites

A third party consults with the SMB client, lays out the website, builds it, and sometimes hosts it. There are two primary website build options: template and custom.

## MARKET DEMAND

- High Demand, High upfront spend and low ongoing spend
- Largest digital spend for most SMBs
- SMBs must have a website before many of the other digital services are applicable

**HIGH**

## ROI

### Template – AOV - \$1000

- Maintenance - \$25+
- Maintenance Retention - 24 months
- LTV - \$1600
- Margin - \$640

### Custom – AOV - \$7500

- Maintenance - \$100
- Maintenance Retention – 18 months
- LTV - \$9300
- Margin - \$2720

**\$640**

## INTEGRATION

- Sell - Moderate
- Training - Moderate
- Vendor Integration - Difficult
- Compatibility with other services – High

**MODERATE**

SERVICE

# Social Media

The process of growing presence on Social Media platforms like Facebook, Twitter, Instagram, etc.

## MARKET DEMAND

- High Demand, Low-Med Spend
- Growing rapidly in demand
- Most SMBs manage their own social marketing
- Facebook is the largest social platform for SMBs

**HIGH**

## ROI

- Minimum Budget Requirement - \$200 / month
- AOV - \$600
- Retention – 8 months
- LTV – \$4800
- Margin - \$1920

**\$1,920**

## INTEGRATION

- Sell - Moderate
- Training - Difficult
- Vendor Integration - Moderate
- Compatibility with other services – High

**MODERATE**

“Search engine optimization.” The practice of tactics that increase a website’s organic rankings in the search engine results.

### MARKET DEMAND

- High Demand, High Spend
- Growing in demand
- Long-lasting effects
- Takes time to see results

**HIGH**

### ROI

- Minimum Budget Requirement - \$200 / month
- AOV - \$600 / month
- Retention – 9 months
- LTV – \$5400
- Margin - \$2700

**\$2,700**

### INTEGRATION

- Sell - Difficult
- Training - Difficult
- Vendor Integration - Moderate
- Compatibility with other services – High

**DIFFICULT**

A model of Internet marketing in which ads are displayed as search engine results and the advertiser pays a fee each time an ad is clicked.

### MARKET DEMAND

- Medium Demand, Low Spend
- Beyond the budget of small SMBs
- Very local campaigns are realistic for SMBs

**MODERATE**

### ROI

- Minimum Budget Requirement - \$1000 / month
- AOV - \$2000 (includes management fee \$500)
- Retention – 12 months
- LTV – \$6000
- Margin - \$600

**\$600**

### INTEGRATION

- Sell - Easy
- Training - Moderate
- Vendor Integration - Moderate
- Compatibility with other services – High

**EASY**

SERVICE

# Email Marketing

Engaging and promoting to an audience through email communications.

## MARKET DEMAND

- Medium Demand, Low-Med Spend
- Steady demand
- Most SMBs manage this on their own

**MODERATE**

## ROI

- Minimum Budget Requirement - \$10 / month
- AOV - \$75
- Retention – 24 months
- LTV – \$1800
- Margin - \$180

**\$180**

## INTEGRATION

- Sell - Easy
- Training - Easy
- Vendor Integration - Moderate
- Compatibility with other services – High

**EASY**

# SERVICE Display

Online advertising using graphics-based displays such as banner ads, pop ups, etc.

## MARKET DEMAND

- Medium Demand, Medium Spend
- Often bundled with traditional ads

**MODERATE**

## ROI

- Minimum Budget Requirement - \$500 / month
- AOV - \$1000 (includes management fee \$200)
- Retention – 6 months
- LTV – \$1200
- Margin - \$120

**\$120**

## INTEGRATION

- Sell - Easy
- Training - Moderate
- Vendor Integration - Easy
- Compatibility with other services – Moderate

**EASY**



The use of video to engage with an audience and promote products and services. Can include everything from high-budget marketing videos to simple how-to videos shot on a smart phone.

### MARKET DEMAND

- Low-Med Demand, Low Spend
- Often too expensive for SMBs
- Slowly growing in demand

**LOW**

### ROI

- Minimum Budget Requirement - \$1000
- AOV - \$2,500
- Retention – N/A
- LTV – \$2,500
- Margin - \$250

**\$250**

### INTEGRATION

- Sell - Moderate
- Training - Moderate
- Vendor Integration - Moderate
- Compatibility with other services – High

**MODERATE**

# Reviews & Reputation Management

The shaping of brand perception through the influence or control of information. This includes reducing the amount of inaccurate and negative information present in digital channels like in social media, search engines, online review sites, etc. and disseminating accurate, positive information.

## MARKET DEMAND

- Low Demand, Low Spend
- Reviews have become essential part of buying process
- Can be covered by good SEO and reviews

**LOW**

## ROI

- Minimum Budget Requirement - \$50 / month
- AOV - \$100
- Retention – 10 months
- LTV – \$1000
- Margin - \$200

**\$200**

## INTEGRATION

- Sell - Moderate
- Training - Moderate
- Vendor Integration - Moderate
- Compatibility with other services – Moderate

**MODERATE**

SERVICE

# Digital Services Comparison

Digital Service	Demand	*Lifetime Value	Margin	Integration
SEO	HIGH	\$5,400	\$2,700	DIFFICULT
Social Media	HIGH	\$4,800	\$1,920	MODERATE
PPC	MODERATE	\$6,000	\$600	EASY
Websites	HIGH	\$1,600	\$640	MODERATE
Display Ads	MODERATE	\$1,200	\$120	EASY
Video	LOW	\$2,500	\$250	DIFFICULT
Email Marketing	MODERATE	\$1,800	\$180	EASY
Reviews	LOW	\$1,000	\$200	MODERATE

*\*This represents the average lifetime value of one customer.*

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