



Frequently Asked Questions

about the SearchMarketMe Agency Owner Business Opportunity

Why is online marketing in demand now?

Quite simply, the way people consume information and entertainment is changing, and advertisers need to adapt to follow the shift to the online world. Traditional advertising agencies have been slow to adapt and have left room open for smaller, more nimble marketers to fill the needs of small and mid-sized businesses.

What is the “Online Marketing 2.0” System?

It is an integrated multi-channel approach that uses all six channels of online marketing to maximum advantage:

1. Marketing-friendly websites
2. Permission marketing (Mobile/SMS & email)
3. Paid search marketing (PPC)
4. Free search marketing (SEO)
5. Content generation/social media
6. Linking strategies

It is the combination and collateral benefit each channel has on the others that makes such a positive difference vs. doing one or two at a time (there are many vendors who will happily perform one or two of these services for clients, but they are really missing the bigger picture). The opportunity lies in the fact that smaller businesses (who need these services the most) generally can't afford a full and comprehensive online marketing staff.

How is the “Online Marketing 2.0” System different from other approaches?

There are plenty of one-trick ponies: email marketers, paid search consultants, and web developers, etc. However, without incorporating all six channels in a holistic approach, these fragmented single- or dual-channel practitioners are only scratching the surface of what could be. SearchMarketMe Agency Owners interweave all six channels together to create a lead generation and sales machine for their clients. They understand the supporting correlation between the channels and use them in a synergistic fashion.

As an Agency Owner, what will I actually do?

You will work with small and mid-sized businesses in your local area or medium to large companies in specific industries, providing them with online marketing



services through the SearchMarketMe “Multi-Channel” Online Marketing 2.0 System. You will have the ability to help companies increase their sales through a coordinated and systematic online marketing process. Additionally, collaboration opportunities may arise to perform fulfillment work for, or with, other Agency Owners.

Is this business a franchise?

No, and this is an important distinction to make:

Franchises are required to do business *the franchisor’s way* and must purchase all products and supplies from the franchisor, and exactly follow the franchisor’s model. As a franchisee, there is no room for individualism, adjustments or innovation.

As a SearchMarketMe Agency Owner you are provided with the training, support, software and systems you need to run your online marketing business *your way*. You are free to pursue any type of clientele you choose, and set your prices as you wish. You can offer all six online marketing channels, or none of them. You can scale up your business or outsource to other Agency Owners.

Are there protected territories?

There are not. Agency Owners are not limited by geographical restrictions or given “protected” territories. That would be too limiting. While some Agency Owners will work with small and mid-sized businesses in their local area, the larger opportunities come in developing specialties or niches that attract larger companies on a regional or national scale. As an Agency Owner, you are free to seek and work with clients anywhere they are, without restrictions to limit your success.

What type of training and support will I receive as an Agency Owner with SearchMarketMe?

All Agency Owners receive full training and ongoing support. Training begins with a two-day “Kickoff Weekend” of remote start-up training (no travel required) which initiates the 30-day start-up plan. This training can begin and occur while you set up your actual business. SM2 also provides ongoing conferences and training events that are held over web conference as well as regular onsite conferences.

How does the software benefit an Agency Owner’s online marketing efforts?

About the same way that X-ray vision would benefit a poker player. Our software allows you to see – with great clarity – the keywords, search strings, phrases and bids that other advertisers use in both free and paid search advertising. This level of competitive analysis provides you with a serious advantage in planning your own clients’ free and paid search programs. Imagine winning on your first try, with little



or no learning curve to slow you down. The software allows you to identify the characteristics of the top performing online advertisers and mimic their activity for your own clients.

Is there much selling involved?

Absolutely. It's business. Nothing happens until someone sells something. But it's not as scary as some people make it out to be. Companies know that they need to incorporate online marketing efforts. For an Agency Owner, it's really a matter of educating potential clients on how you can positively affect their business (and then do it). If you're a natural salesperson, it might seem easy. If you're not as comfortable with sales, we have some techniques that can be quite helpful.

How much can I realistically earn as an Agency Owner with my online marketing business?

That depends entirely on you. Your earnings and the revenue potential is not something we can control. It will depend on your effort, your existing skills, your existing contacts and your work ethic. It is important to realize that SearchMarketMe does not make income claims or guarantees of any kind. But by studying the sample Agency Owner business plan and speaking with existing Agency Owners, you can gain a sense of the typical fees charged for services, the number of clients needed, etc. in order to turn a profit each month. Revenue generation would also depend on how much of the business development and/or fulfillment work the Agency Owner is doing by him or herself, vs. how they build a team of commissioned salespeople (Marketing Partners) and/or fulfillment partners to help manage the work.

Couldn't I just learn online marketing on my own?

You could, yes. There is a great deal of information available out there, and people have started businesses with less. However, that approach may very well extend the time it takes to generate revenue, limit the services you are able to offer and may not provide the infrastructure you need in order to expand in a sustainably fashion. Many small businesses never grow beyond a one-person shop because they lack proper systems, time and resources. Agency Owners are attracted to the SearchMarketMe program because of the comprehensive training, support and software that puts them in a position to maximize their efforts far sooner than if they attempted to piece it all together themselves. Additionally, we recruit and train salespeople for them and instruct them in best business practices and make available a library of customizable forms for proposals and contracts. Best of all, new Agency Owners are immediately placed into a group of fellow Agency Owners who can provide additional support and front-line experience that can help a new owner avoid common pitfalls.



Do I need to have previous experience in online marketing or general marketing to be successful as an Agency Owner?

Not necessarily. While previous familiarity always helps get someone up to speed more quickly it is not a prerequisite for success as an Agency Owner. Our Agency Owners come from a wide background of industry experience and skill sets. Some come from marketing departments, others from sales positions and some come from management and technical backgrounds. But they have some things very much in common: They all have the desire to operate their own successful businesses, and they recognize that online marketing is the wave of the future and they want to get involved with this new industry.

Can I operate this business from my home?

Yes! In fact we recommend it as a way to keep your initial costs down (any fixed cost needs to be taken on with careful consideration). Besides, with the rapid adoption of virtual business, it is becoming less and less important where someone's business is located. Using virtual meeting tools, you can share your presentations and reports with clients anywhere, anytime (we can train you on this presentation method).

Can I operate this business on a part-time basis?

Many of our Agency Owners start their business part-time until they reach a particular benchmark and then proceed full-time (which is always an exciting moment).

I'm interested. What's the next step in investigating this opportunity?

If you haven't already, read the sample 2011 Agency Owner Business Plan, then participate in a web-based demonstration of how our online marketing methodology and software works. Finally, speak with actual SearchMarketMe Agency Owners who are already running their online marketing businesses. Talking with them about what they do every day, and what they still think of the SearchMarketMe opportunity, can provide you with some key insights. And please, contact us at any time at 206-201-2105 to speak to our "Opportunity Sherpa" Sam Sellers. His mission is to guide you and assist you in your analysis and assessment.