

Web Business Model Strategies

Yes, you can make money using the internet. But not by placing thousands of tiny classified ads online, but by building a valuable online service that people trust and enjoy using.

Online business models are some of the most creative revenue agents ever developed. There are a million ways to drive online business. The easiest is to simply collect an email address by using an opt-in for that will add a web site visitor to your email list. This is the most valuable piece of information you will ever get. People move, change phone numbers, and change jobs, but generally they figure out a way to keep their email address or have everything forwarded. And by using a few tools, not only can you collect this information, but you can use it in a way that benefits both parties.

Now, there are simple lead generation tools, and then there are full-scale custom eCommerce solutions that can be customized for any business, from a national retail chain to a local niche manufacturer. There are standard, advanced and custom applications for sales and customer relationship management from gift card sales to real-time inventory management systems, with integrated transaction processing, advanced security, and detailed reporting systems.

AdEasel can help you design, develop & manage your web business model, and also provide training & support to empower your entire team. Just tell us what you do and we'll start presenting your best options to improve your bottom line, online & offline.

- Direct Online Product & Gift Card Sales
- Dealer & Retailer Programs
- Multi-Level Sales Materials & Reporting
- Reseller & Advertising Programs

Web Marketing & Business Models

Your business can be generating more leads, converting leads and generating more sales, and tracking that the entire way. The best part about integrated online, email and interactive marketing is that you can track results much more closely and in real-time than you ever could with traditional advertising models. Knowing your consumer is extremely valuable to you, and adapting to their preferences is extremely valuable to them. Adding convenience, customization, personalization, and a unique experience is key to meeting today's demanding consumers.

We work closely with each client to identify opportunities to drive traffic, generate leads, increase sales, streamline processes, and more. Tracking these strategies helps guide the next steps in improving sales and service, and becoming a more effective business. We provide detailed analytics reporting to track usage and improve performance, going over specific areas of opportunity and quantifying the value of each campaign and strategy.

AdEasel provides a wide range of sales & CRM applications, tailored to your specific industry, market, customers, vendors, partners, and processes. Sales & Customer Relationship Management Applications are a key component of your online return on investment (ROI). There is tangible value, and intangible value. Everything counts for something. But the bottom line counts for everything. How is your web site performing? Are you tracking leads? Are you measuring response on your ad campaigns? We can help.

- E-Experience Building
- Advertising as a PART
- Supply Chain is Everything
- Dynamic Messaging