

# Integrating Internet Marketing to Your Business

By  
Bill Johnson

# About Bill Johnson

- My Work Experience
- 15 years working for a Cleanroom Design/Builder and HVAC Installation Contractor
- Design/Build Experience was with a family owned company
- Served as project manager/technical sales manager and was allowed to run projects as an entrepreneur

# Transition to Business Owner / Entrepreneur

- Negotiated purchase of assets of Image Uniforms, Inc.
- Established Image Promotions, Inc in June 2005
- Borrowed the maximum through SBA
- Company established as a woman owned entity, Erika Johnson appointed as President and holds all voting shares of stock.

# 1<sup>st</sup> Year of Business

- ROUGH RIDE!!!!!!
- I was fired from my job just before sale of Image Uniforms completed
- Planned for me to keep my employment and help Erika as needed
- IU's previous owner was the WWotW
- IU's owner lost 2 outside sales people before sale completed (NOT DISCLOSED)
- IU's owner lost a national contract due to non-responsiveness just before sale (NOT DISCLOSED)
- IU's Owner lost local contract (80K yearly revenue) NOT DISCLOSED



# 1<sup>st</sup> Year of Business

- IU's Owner invoiced 70K of revenue after sale of business and then sued 5 customers for non-payment
- IU's Owner gave commissioned salesperson 150K worth of yearly revenues for her to manage. Commission was not in the cost of goods and thusly reducing the business value.
- We ran off IU's owner 2-1/2 weeks after sale of business. She was too destructive. Husband made her sale the business and she figured if she couldn't have it.....then.....
- We paid IU's owner a fortune in Goodwill and had a bank note to pay back

# 1<sup>st</sup> Year of Business

- Business was truly only worth half of what we paid!
- Business Values are based on Seller's Discretionary Earnings times a multiplier
- 6 months in, Erika wrecked and totaled her paid for truck!
- Business extremely short on working capital

# 1<sup>st</sup> Year of Business

- I thought I knew about business when I was an employee.
- I didn't know anything.....
- I spent a large part of my life in school, but I never paid the amount of tuition I have in the last 3-1/2 years.

# 1<sup>st</sup> Year of Business

- We were ready to throw in the towel
- Guess what?
- We didn't and we are stronger
- How did we get out?

# 1<sup>st</sup> Year of Business

- We told the salesperson that had house accounts that she could not have full commission on those accounts, we split the commissions.
- We took the insurance settlement from Erika's truck and bought a 2<sup>nd</sup> business
- In March 2006, we acquired Brab's Uniforms for the price of an embroidery machine! Seller held the note.
- We got additional revenues and customers to provide products
- In August 2006, we acquired a 3<sup>rd</sup> business The Uniform Connection
- The SBA was giving \$\$\$ away, so we used the capital to purchase The Uniform Connection



# 1<sup>st</sup> Year of Business

- The Uniform Connection was acquired with NO MONEY OUT OF OUR Pocket!
- We received a retail store with a heavy sales presence for medical uniforms and an impressive list of clients
- TUC was a perfect fit and just what we needed to stabilize revenues
- Both Brabs and TUC were bought from owners that were honest and straight shooters. Brought back our faith in business owners.



# 2<sup>nd</sup> Year of Business

- The salesperson who received the house accounts left, we got back our house accounts, reducing costs.
- We had originally hired additional outside sales, NONE PAID OFF. Lack of drive, lack of training.
- We went down to 1 outside sales person
- The 2<sup>nd</sup> year was our true benchmark!
- We sued the former owner, spent too much \$ on lawyers.
- We had a 10 year old business that we had to rebuild.

# Website Began

- We took a domain name we received from Image Uniforms [www.embroidered-uniforms-corporate-apparel.com](http://www.embroidered-uniforms-corporate-apparel.com) and started a website
- Website domain was 5 years old (portion of goodwill can be returned if we make it a success)
- I reduced my outside sales time and invested in website
- Started with database in January 2007.
- Started entering products in March 2007.
- At 3 months after starting we hired a full time data entry person
- At 4 months I started attending this class
- At 9 months we hired a contract content writer
- At 1 year we had a full time person entering orders and phone support, we have also added a second person to enter products

# Websites are....

- All about content
- Age of domain plays a significant factor, THE OLDER THE BETTER!
- Customer acquisition tools
- Bring significant traffic
- About content that can build buzzzzzzz....
- Content websites bring search engines, search engines bring traffic.
- Opportunities for Social Networking
- Ways to highlight your company's products and services

# Websites are....

- Ways to acquire warm leads ringing your phone lines
- The Strongest way to market your business than any custom catalog, mass marketing, cold calling, mailing list, tradeshow, or Grainger Catalog! Unless you are Walmart and don't need the added exposure.
- Website work for B2B and B2C
- Websites are not ways to passive income, you have to commit to growing a website for returns to come! They generate active income if you commit.
- Ways for time deprived people to do product/service research
- National brands!!!!

# Websites are....

- Sales Machines!!
- Embroidered now outperforms our previous outside sales force.
- Websites tell the story you program. Sales people tell their story, not your companies.
- Websites do not need a salary or commissions.
- It is great to complement the website with outside sales people. Website can help train and provide information to your customer base.
- The best form of marketing ever invented.
- Customers can check your company out before approaching your company
- When they call, they are a warm lead calling you!



# Websites are....

- Easy to manage bulk information
- Database driven website always tell the same story. The one you program. Everyone doesn't listen the same. Nor is the impression the same.
- Present different views for different audience tied to keywords.
- Databases can present extensive information on products and services.
- Those things your competitors have up but do not manage very well or at all.



# Website Content is....

- Products
- Service Pages
- Customer Reviews
- Blogs
- Social networking
- Backlinking
- Customized Project Data
- Anything a search robot can index!

# How to build a business?

- How do you build a multi-million dollar business?

# How to build a business?

- One Customer/sale at a time!

# How do you build a website?

- How do you build a multi-million dollar website?

# How do you build a website?

- One page at a time!!!

# About embroidered

- Built under the retail brand, The Uniform Connection
- Used the domain name [www.theuniformconnection.com](http://www.theuniformconnection.com) to redirect to [www.embroidered-uniforms-corporate-apparel.com](http://www.embroidered-uniforms-corporate-apparel.com)
- #2, 3, 4 & 5 for search term "The Uniform Connection" in Google pops #1 back and forth
- <http://www.google.com/search?sourceid=navclient&ie=UTF-8&rls=DVXA,DVXA:2005-25,DVXA:en&q=the+uniform+connection>



# About embroidered

- 1<sup>st</sup> page of Google for Embroidered Uniforms
- 1<sup>st</sup> Page of Google for Uniform Programs, currently #6 behind Aramark, Cintas, VF Imagewear
- In August 2007 had 5,371 visits from traffic and 494 visits from Keywords
- In August 2008 had 30,261 visits from traffic and 6,104 visits from keywords
- In November 2007 had 7,767 visits from traffic and 1,367 visits from keywords
- In November 2008 had 36,455 visits from traffic and 6,446 visits from keywords

# About embroidered

- Ranks on thousands of keyword terms
- We add content everyday on products, articles, or blog! Not a passive investment
- We use statistics from the past to guide our future.
- We take customer feedback to incorporate new features
- Gives us stronger avenues for customer feedback
- Not everyone is your customer, so beware of some.

# About embroidered

- Website has over 10,500 products
- Website has 3,900 customers signed up in last year
- Website has over 1,500 helpful articles
- Website has 340 blog posts since October 2007
- Website makes our store phones off the hook and brings customers to our store
- Delivers both B2B and B2C customers
- Website has delivered national uniform accounts.
- On 12/8 had 763,000 pages indexed in Google with the domain name  
site: [www.embroidered-uniforms-corporate-apparel.com](http://www.embroidered-uniforms-corporate-apparel.com)
- Had 676,000 links indexed in Google

# About embroidered

- Development costs through 08/2008
- Database \$2,500.00
- Dedicated Server \$1,900.00
- SE Directories \$ 633.00
- Homepage Optimization \$1,200.00
- Content Writer \$7,400.00
- Total development cost \$13,633.00
- We spent more than this number on direct mail last year!

# About embroidered

- 2007 web sales \$ 31,011.30
- 2008 web sales to 11/31/08 \$ 221,724.58
- This only includes direct sales from the website, it does not include indirect sales from walk-in customers to our store that found us from the web.
- Most sales come between October and December, which December is not in 2008 #s yet
- We have had growth every month over month
- The website outsells 3 outside sales people and next year, 2009 will outsell our retail store.
- Best part – this is cash based business – no credit!



# About embroidered

- The website is the best return for every dollar spent
- It paid for itself in the first year
- A vehicle for growth that is unmatched from any other investment I have ever done
- The website will return almost \$19 in 2008 revenue for every \$1 of initial investment
- We reinvest all profit back into content for the website.
- We are always looking at additional ways to increase conversion rates, affiliate marketing, image standardization, targeted product offerings, translation, click to chat, and other improvements as technology emerges



# Image Uniforms

- For the Goodwill we paid for Image Uniforms, we also received the domain name [www.imageuniforms.com](http://www.imageuniforms.com). If we build a site, we can also get some goodwill \$s back.
- This domain is 1997 registry, in February it will be 12 years old!
- This domain name is GOLDEN!
- In August, we added content to the website, the content is ranking and sending traffic.
- Content is service related pages.
- We will convert the website to a custom design it yourself website for custom shirts, hats, caps, polos, jackets, scrubs, etc.
- Currently acquiring financing for website development/capital infrastructure
- We will be competing with a website [www.customink.com](http://www.customink.com)
- They has sales of 45M in 2007. Their content is generated for them by social networking. Customer designs are loaded onto unique pages as the customer designs them. Customers can upload pictures of the completed product on the website. Product reviews are posted hourly. Truly a viral site. Their customers add their content.

# Equipment Galaxy

- The Uniform market is extremely competitive! Millions of pages of competition.
- So, we purchased [www.equipmentgalaxy.com](http://www.equipmentgalaxy.com) for \$400
- Equipment Galaxy will take me back to my cleanroom and Laboratory days
- Market is competitive, but nothing like uniforms
- We are building the website currently, we started in May with adding article content.
- We started the blog in May and have been adding content steadily.

# Equipment Galaxy

- We are preparing for the building season that starts Spring/Summer 2009.
- We will post project highlights and make the site social through allowing contractors and customers to submit project data and we will post on our website with links back to them.
- We have manufacturers with over 30,000 products that the website will carry!
- Most Products have a ticket price over \$500.00!
- We will chase High end projects through the website for cleanroom, laboratories and food service.
- Already ranks on global keyword terms and long tail keywords.
- We are in no hurry with this website, slowly adding content – the credit crunch has slowed us down.

# Kelly's Health

- Kelly's Health was purchased to be able to help several charitable organizations.
- The domain name is Dec' 04, 4 years old for purchase price of \$5
- A portion of net sales will be donated to organizations such as Sunshine Kids
- We will sell health related products and spa equipment online.
- With re-investing all of our profits back into the business, we are short for cash
- We want to be able to give back, so with a website and back-end operations already established we can give back more through websales and keep our most precious resource, CASH!



# Internet Marketing Clinic

- The class and people I have meet have taught me everything I know about online marketing!
- The marketing is the toughest apple to cut, but this class will give you plenty of tools to get started

# Internet Marketing Clinic

- The class has taught me about
  - Webpages
  - Content management
  - Keywords
  - Optimization of pages
  - Google
  - Business operations, how to manage
  - Article writing
  - Blogging



# Internet Marketing Clinic

- The class has taught me about
  - Link Building
  - Conversion techniques
  - Internal page linking
  - Marketing in general
  - Intellectual property
  - Copyright
  - Many more than I can even name

# Credit Crisis.....Next Hurdle

- Houston has not felt the crunch the rest of the nation has.
- It's here!
- Our credit lines have all been reduced and even some lines the bank took away.
- We have to refuse some accounts because the credit is not there.

# Credit Crisis.....Next Hurdle

- 2009 will be a slim year
- We have reduced our staff and reducing staff hours.
- We have over 75K in backlog that we cannot complete the orders due to lack of credit. We will either have to have our customers pre-pay or find another vendor.
- Our credit companies have slashed our credit lines or eliminated them

# Credit Crisis.....Next Hurdle

- In order to build a business, you have to take measured risks, sometimes this requires OPM.
- If OPM is not available we are all at risk.
- Entrepreneurs are talented people and usually lack financial reserves at the beginning and middle of their careers.

# Credit Crisis.....Next Hurdle

- The current credit crisis will impact the upcoming years tremendously.
- Beijing Olympics is over, gas has fallen. Houston will be dramatically impacted by \$1.50 gas
- Houston is repeating History.....1987 will rise again.
- In 1983 interest rates at 13-18% limited capital, today capital is available at 5%, but who qualifies???? so secondary markets come into play there 20-25%
- Better have your company and website finely tuned.

# Internet Retailer

- Make sure you subscribe to Internet Retailer
- [www.internetretailer.com](http://www.internetretailer.com)
- They offer a free magazine subscription
- They also publish the Internet Top 500 Guide which includes information on the Top 500 in internet retail



# Remember

- How do you build a multi-million dollar website?
- One Page at a time!
- If you never start the first page you will miss your opportunity of a lifetime!

# Thanks!

- Thanks for coming!
- Remember to complete your evaluation form.