

Online Marketing: Enabling Global Reach!

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How far we have come?

- 8 Billion searches are made every month
- It took 13 years for television to reach 50 Million users- it took the Internet less than 4 years
- If eBay were a country, it would be the 5th most populous country in the world behind China , India , the U.S. and Indonesia .
- Business.com domain was sold for 7.5M US\$
- YouTube (with zero revenue) was sold for 1.6B US\$
- 21 years old made 1M US\$ through single page

Today... at Home

- Internet Ad spend in India will grow from Rs 210 crore in 2006 to Rs 2250 crore in 2009
- An IT services startup bags .25M US\$ deal through internet
- A product startup acquires over 100 enterprise customers including Fortune 500's without any meeting
- A 2 year old used cars seller site drives over 200,000 visitors per month
- A single person company in Mumbai makes over 25,000 US\$ per month

Is it for me?

Whizlabs Software

“Global Reach from an Indian Beach”



Whizlabs in 2000

- 3 People with no clue about Selling
- Rs 45,000/- (personal savings)
- Good Product for IT Professionals
- No Customer

Whizlabs in 2005

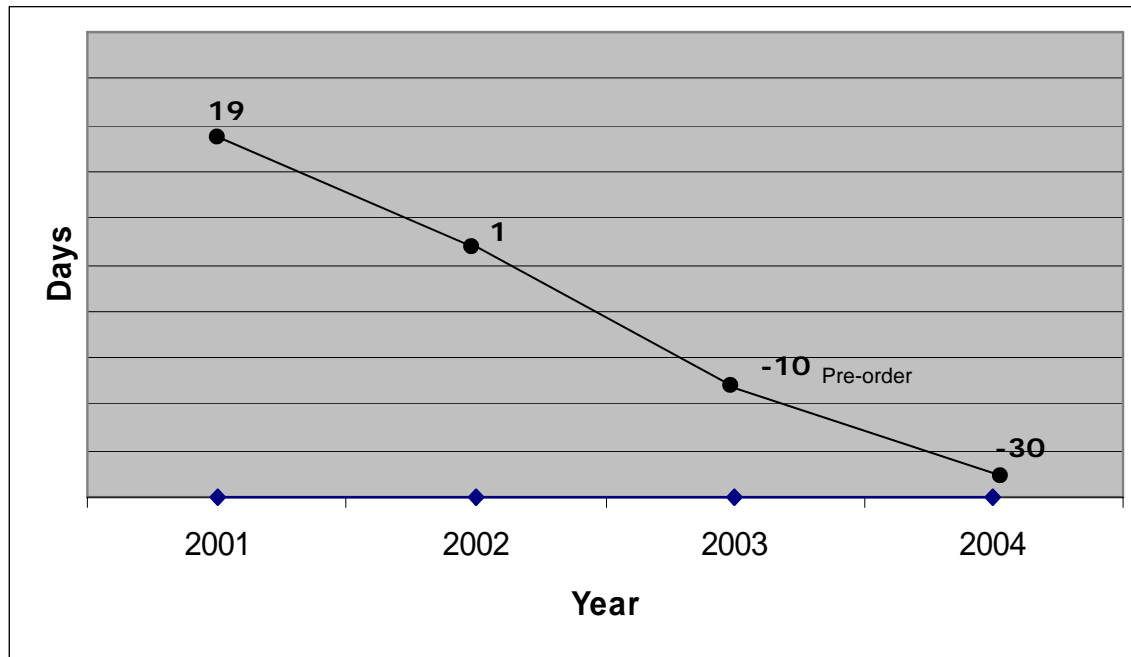
“We don’t go anywhere, we reach everywhere!”

- One of the Global Leaders
- 1M Unique Visitors in a niche community
- Over 400,000 Users
- Customers in over 130 Countries
- Over 70 Enterprise Customers
- 95% Revenue from Outside India
- **Yet, No Sales Team | No Visit Outside Delhi**

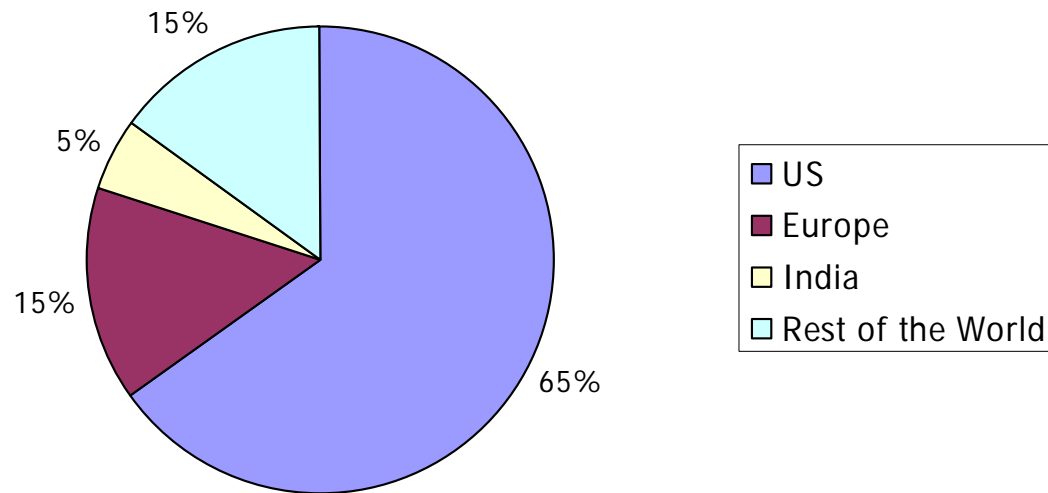
The Turning Point...

- Jan 10, 2001: Launched Java certification product
- Jan 28: Sold online to someone in US for 25\$
- August: Launched 2nd Product
- And Whizlabs started...

Time to Sell



Revenue Distribution



Key Corporate Customers



What's the opportunity for me?

A Level Playing Field

- Timeless
- Location Independent
- Can be fitted in any-budget

But...

Being Online is NOT an Option

Your customers and competitors are already online. Do you want to be left behind?

What should I do?

Online Marketing

What is Online Marketing?

Online marketing is a way to get your product/service/brand out there to the World Wide Web of customers/users.



Why Online Marketing?

- Pull Vs Push
- Cost Effective
- 24*7
- Global Reach
- Measurability
- Scalable
- Instant
- Direct to customer

	Country/Region/City	Visits	P/Visit
	India Delhi	43,126	3.28
⤴ 1.	Delhi	24,982	3.26
⤴ 2.	New Delhi	14,208	3.29
⤴ 3.	Kalkaji Devi	815	3.04
⤴ 4.	Palam	709	3.22
⤴ 5.	Mahrauli	539	3.99
⤴ 6.	Paharganj	425	3.27
⤴ 7.	Shahdara	391	3.36
⤴ 8.	Samalkha	382	3.24
⤴ 9.	Darya Ganj	178	3.92
⤴ 10.	Alipur	99	3.32
⤴ 11.	Nangloi Jat	91	3.54
⤴ 12.	Tughlakabad	85	2.68
⤴ 13.	Badarpur	61	2.72
⤴ 14.	Dera Mandi	53	2.96
⤴ 15.	Chhatarpur	51	3.78

Is it only Sales & Marketing?

- Customer Satisfaction
- Branding
- Market Differentiation
- Hiring
- Productivity
- Market Research
- Procurement/Logistics

Results 1 - 10 of about 51,700,000 for c++ [developer](#). (0.16 seconds)

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C++ Jobs In Microsoft India.

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[Microsoft.com/India/MSIDC](https://microsoft.com/India/MSIDC)

How can I implement?

- In-house
- Outsourced
- Hybrid

How do I choose the right vendor?

- Educate Yourself
- Vendor Portfolio
- Vendor's Own Business
- Customer References
- *Beware of False Promises*

How much will it cost?

Different Business Models

- Fixed Cost
- Lead Based
- Revenue Sharing

Thank you!

Q & A

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Presentation available at

<http://www.omlogic.com/presentations.html>