

Ability SmartStaff™ Services

Executive Summary

Thinking about jump starting your web sales? Consider outsourcing some or all of your web marketing functions to Ability Commerce, and our Ability SmartStaff™ web marketing experts. At Ability Commerce, our philosophy is: “You bring your products; we’ll do the rest.” It sounds simple because it *is* simple—we concentrate on the details of web marketing so you can concentrate on developing your business as it grows and evolves. However, we understand that the decision to outsource marketing services is a big one, with many factors involved as you weigh your options.

To help you make the best choice for your business, as you weigh the options of maintaining your marketing staff in-house or via Ability SmartStaff™ (or a combination thereof), we have compiled information about the services available from the Ability SmartStaff™ marketing group.

This document details the types of service which we provide to our full-service clients who own an Ability SmartSite™ customized web site, and provides some general guidance on the amount of labor and expertise we typically invest in such services, although exact services and resource levels vary by client according to business needs assessments. Specific levels and types of service in each area are determined during the implementation process by the Ability SmartStaff team with your input and approval, based upon your existing and projected business needs. We’re also happy to talk about individual SmartStaff services on a contract basis—just call your sales representative for a consultation.

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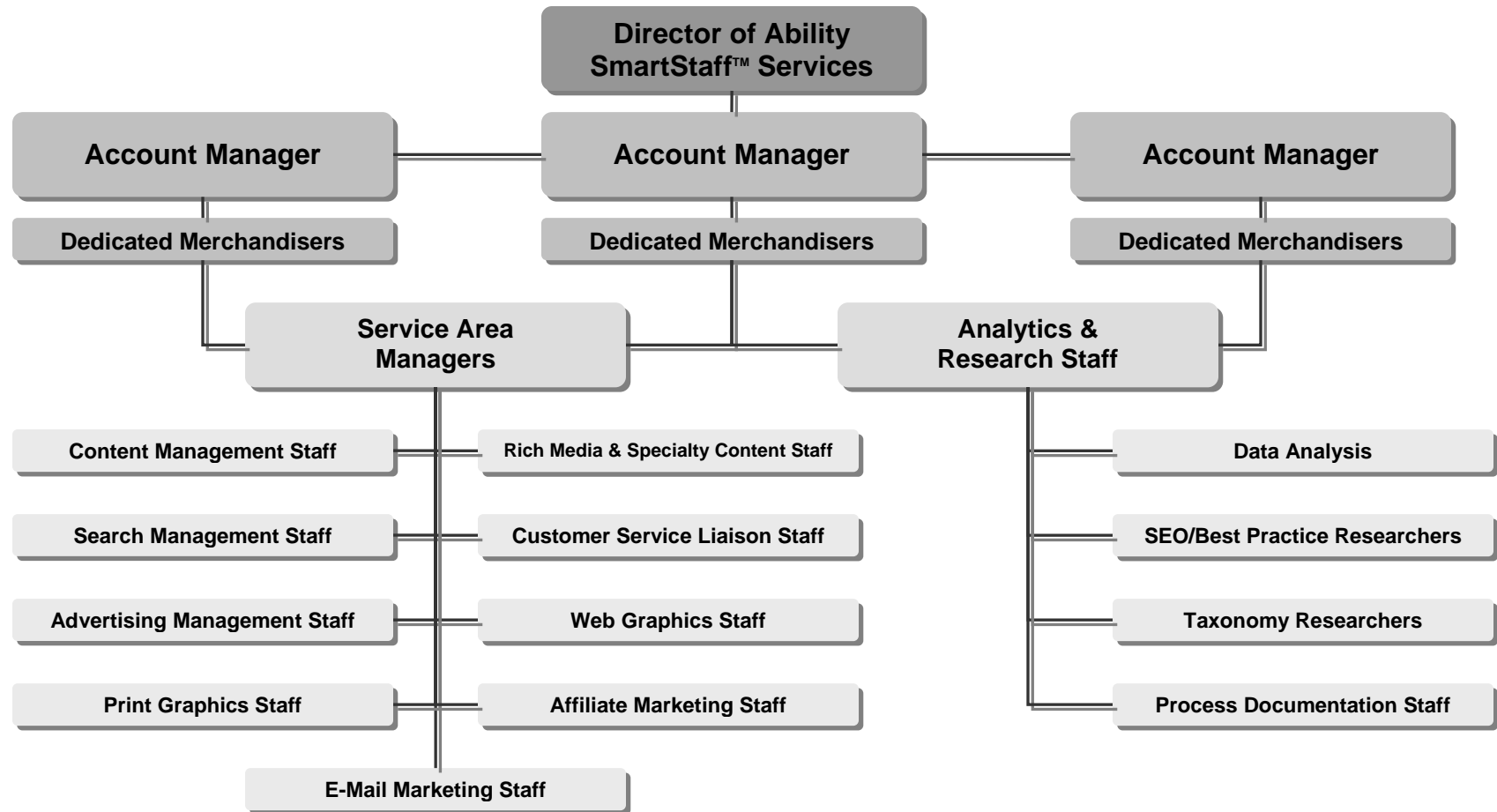
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*See individual sections for notes on Web Marketing services.

The Ability SmartStaff™ Services Organization

Direct retail, in the world of interactive multichannel commerce, is ever-changing. Our Ability SmartSite™-savvy specialized marketing experts stay current with the latest research and training, and work closely with our web developers to maximize profitability for clients using Ability SmartSite™.

Ability SmartSite™ has user-friendly back-end management tools, so our training and implementation staff can teach you to run it yourself. However, we recognize that today's complex online marketing environment makes it time-consuming and costly to maintain the staff required to fully maximize the potential of your Ability SmartSite. Investigate our Ability SmartStaff™ e-commerce agency services as a cost-effective solution.



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Ability SmartStaff experts have been instrumental in the development of all our robust Ability SmartSite functionality. We work with clients who sell a wide variety of merchandise, and we leverage the expertise of each staff member to provide best-practice, top-of-the-line marketing solutions for every client. We're dedicated to working with you to understand your clients and products; we then combine your expertise and feedback with our marketing experience to create a cost-effective, custom-tailored marketing strategy.

The Ability SmartStaff organization is engineered to deliver results in three key performance areas. Expert attention to all three areas is critical for staying ahead of the curve in today's competitive marketplace. All Search Engine Optimization and Conversion Optimization services are included and managed together if you contract with us to manage your Ability SmartSite (specific service levels based upon our business analysis during your implementation process and via ongoing feedback from your executive and purchasing staff).

1. **SEARCH ENGINE OPTIMIZATION.** We view search engine optimization (SEO) as the primary objective in web marketing. Effective SEO eliminates or greatly reduces the need for traditional (and expensive) print prospecting. We'll get customers to your web store via search engine traffic, currently the number-one most efficient and cost-effective way of generating new qualified customers.
 - SEO Research
 - Taxonomy Research
 - Site Content Management
 - Metatag Maintenance
2. **CONVERSION OPTIMIZATION.** Make sure all of your traffic is engaged, finding what they're looking for, and placing orders.
 - Data Analysis
 - Site Navigation Management
 - Best Practice Research and Development (Cart & Checkout, Navigation, Mobile Ordering, etc)
 - Inbound Link /Social Networking Management
 - Onsite Search Management
 - Customer Service Liaison Management
 - Rich Media Management
 - Web Design & Graphics Management
3. **WEB MARKETING*.** Ability SmartStaff experts also manage a variety of traditional "reach-out" marketing tactics, converted to the web environment. This will again increase your customer base at a cost savings over catalog and traditional channels.
 - Amazon Store Set-Up, Maintenance and Relationship Management
 - Shopping Portal feed optimization and bid management (Pricegrabber, Yahoo!, etc.)
 - Google Search Engine Marketing—Google Pay-Per-Click, Google Pay-Per-Action Campaign Management
 - E-Mail Marketing—Comprehensive Services
 - Online Advertising Management
 - Multichannel Advertising Reporting & Tracking
 - Affiliate Marketing Management

*Web Marketing services are optional, and may or may not be negotiated on an individual fee-for-service basis for each service provided, plus additional associated advertising costs. Contract negotiations specific to each client will detail any web marketing services separately and, if not outlined in the contract, are not provided.

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Dedicated Client Resources

As a full-service client of Ability Commerce, you'll have all the expertise of the entire Ability SmartStaff organization working hard on your marketing initiatives. Staffing consists of two main components. First, we designate resources exclusively to your marketing program, to work with your team, report back to you, and coordinate all projects. These dedicated resources work directly with the second component of your Ability SmartStaff team, our subject matter experts, who leverage their experience working with all our clients to provide cutting-edge marketing solutions in every aspect of today's complex e-commerce environment.

Account Manager

Every client's marketing program begins with an account manager. Your account manager is responsible for coordinating and directing all Ability SmartStaff resources on your behalf to ensure that your brand image is maintained and that your marketing projects are given priority status. While your staff merchandise experts are always encouraged to interact directly with ours on any specific projects they desire, the account manager is your primary contact point with the Ability SmartStaff team. You choose the level of involvement or input you require; your account manager makes everything happen under your direction.

Account managers will:

- Ensure that your specifications and guidelines are followed for all marketing initiatives;
- Manage Ability SmartStaff resources required to work on your projects;
- Review analytics reporting with you or on your behalf, as you choose;
- Initiate and project-manage appropriate tests or changes, either upon your request or based upon our analysis;
- Ensure that software/site upgrades are carried out and tested correctly per existing IT and client protocols, after reviewing any proposed new functionality changes with you.

Each client's data and marketing programs are confidential within our organization. However, one of the key benefits of using Ability SmartStaff lies in our ability to leverage the knowledge we gain from one client and apply it to others. Your account manager will collaborate with other account managers and report back to you with any new marketing ideas, recommendations or strategies resulting from the success stories of other clients, so that you can analyze such ideas and approve their use for your own business.

Depending upon your sales volume, number of SKUs, and complexity of your existing marketing initiatives, an account manager is either a full-time Ability SmartStaff resource or a shared resource with other clients. If you choose to maintain marketing projects in-house, you will require an experienced marketer to serve as manager for your own marketing plans and to coordinate site upgrades and changes with your Ability Commerce software support team.

Dedicated Merchandisers

Your account manager will work closely with product merchandising experts to determine the best direction for any new marketing initiatives. You have multiple options as to whether your merchandisers will be your own in-house product experts, specially trained Ability SmartStaff resources, or a combination. We typically provide at least one Ability SmartStaff merchandiser to advise all staff; this is dependent upon the complexity and breadth of your product offerings. If you manage your site in-house, you should plan to add web merchandising responsibilities as outlined below to the current responsibilities of your product buyers, for a probable total addition of one to three new staff members in this area.

Dedicated merchandisers are on-staff to ensure appropriate and timely search engine optimization, and to capitalize on marketing opportunities. For example, if you sell snow shovels, and there's a major snowstorm on the way for a large part of the US, it's the dedicated merchandiser's job to check in with the your account manager, find out if you have a lot of customers in the geographical area of the storm, pull together a home-page promotion, a Google AdWord campaign, a geographically targeted e-mail campaign, and check your inventory to make sure you have enough shovels in stock to handle all the sales from your timely snow-shovel promotion!

Similarly, if you sell specialty coffees from Kenya, and a major news story breaks on coffee shortages, your dedicated merchandiser can tap into increased search engine traffic from the news story by adjusting your search-engine ad campaigns. If you sell turkey calls, the dedicated merchandiser plans marketing activities targeted for "turkey season" dates around the country...you get the idea.

Dedicated merchandisers will:

- Develop deep understanding of your product line and sales cycle, to capitalize on merchandising opportunities;
- Develop communications with your product buyers to take advantage of their insights and relationships with vendors, with an eye to making special promotions or marketing opportunities available on your web site in a timely manner.
- Coordinate and provide vendor contact information for service area staff;
- Work with SEO researchers to optimize keyword selection;
- Develop and implement well-integrated rich media and informational content;
- Provide timely home page change suggestions and category- and subcategory-level special features based on your sales cycle.

Subject Matter Expert Marketers

Each member of the Ability SmartStaff marketing agency is dedicated to providing best-practice marketing within their area of specialization. Our multiple-client structure allows us to dedicate resources to specialized niches within the e-commerce world, which results not only in a high level of expertise, but also in increased efficiency. Just like a production line, where everyone has a specialized function they've been trained to do, our experts have the training and practical on-the-job experience to do their jobs better and faster than anyone else. The subject matter experts in each marketing area work with your account manager to determine proper resource levels and keep your marketing efforts running at peak efficiency.

We add new competencies all the time, staying abreast of the latest developments in the direct-marketing world. Our current competencies are outlined below, with estimates of average staffing resources devoted to each client (staff levels obviously will vary according to the complexity and size of your business—number of unique products is the main determiner in staff hours required).

If you choose to maintain your site yourself, our subject matter experts will provide your staff with advice and training during your implementation process, as well as providing regular updates on the best ways to use any new functionality. You can use the staffing guidelines below as an approximate guide to the level of resources you will need to designate for each task if you choose to manage your site's content and marketing initiatives within your own organization.

Search Engine Optimization

SEO Research

SEO researchers report to account managers about how to implement new site features and maintain best practices within content-controllable areas of the site. This includes making recommendations to content providers, web graphics staff, metatag maintenance staff, taxonomy researchers, onsite search managers, and site navigation managers.

This function is so highly specialized, yet so important, we recommend one dedicated resource within your organization to monitor the search efficacy of your site, so that this person has adequate time to stay on top of the latest search algorithms. Within the Ability SmartStaff organization, each client requires approximately one quarter-time staff resource.

Taxonomy Research

Taxonomy (or keyword phrase) researchers provide continuing optimization of site keywords and make recommendations to account managers and provide general best practice and direction to many other staff members. Keyword phrase research requires constant attention to search engine traffic by season and according to changes in your product mix.

(Taxonomy Research—continued)

Here again, therefore, we recommend a dedicated resource within your organization to provide keyword phrase research if you choose to perform this function internally, and up to three depending upon the number of unique products you offer and the number of categories within your menu structure. This person will report recommendations to your site content management team (advising, for example, on menu name changes, building keyword density for particular phrases within your item descriptions, and so forth). They will also provide similar research findings to the metatag maintenance staff, to all web marketing functional areas such as shopping portal feeds and Google pay-per-click bid managers, and to onsite search managers. Within the Ability SmartStaff organization, each client requires between one half-time staff resource and two full-time staff resources to perform taxonomy research.

Site Content Management

Content providers and managers are responsible for gathering item content from vendors; writing optimized long and short descriptions per taxonomy recommendations; formatting images; reviewing offers and pricing information; day-to-day maintenance and adding of new items' content to sites. They also ensure cross-channel consistency by reviewing catalog mailings against web initiatives and pricing. Content staff includes copywriters, product experts, and data maintenance staff.

Each Ability SmartStaff client has between one and four full-time resources dedicated to content management. Within your own organization, you should plan for this to be at least one full-time resource if you manage your own content, up to four or more, with overflow help required if you have seasons or times of year when you are adding many new products to your site.

Metatag Maintenance

Since title tags, metadescription tags, and metakeyword tags are so critical to your organic search engine performance, Ability SmartSite designs allow marketing teams to regularly update their content. For clients using Ability SmartStaff services to perform this function, we update home page, category page and item page tags systematically once every two weeks. This provides fresh content to the search engine crawlers and allows us to display special promotions (such as free shipping offers) directly on Google's organic search displays.

Copywriters work with taxonomy researchers, advertising managers and data analysts to provide recommendations for metatag maintenance, and the metatag maintenance function itself requires approximately four hours every two weeks. Depending on your staff expertise in other functional areas required to perform metatag maintenance (such as copywriting), you will want to designate at least 8 hours every two weeks to maintain and optimize your metatags if you choose to perform this function in-house.

Conversion Optimization

Data Analysis

Our data analysts are responsible for providing sales reporting by source code, Google Analytics reporting and A/B or multivariate testing results to account managers. They make recommendations to account managers based on testing results and sales performance indicators as needed—and of course the account managers pass any requested reporting to your team, as well as bringing up important findings with you for analysis and recommendations. Data analysts also provide reporting to all web marketing staff areas such as the e-mail marketing managers, and to conversion optimization specialists such as onsite search managers, to enable each of these specialists to make quantifiable business decisions within their own subspecialty.

If you choose to perform your own data analysis, at least one dedicated staff member, who understands web analytics and data analysis, is essential to optimize performance of your Ability SmartSite. We provide basic training on how your Ability SmartSite can be tagged for any analytics reporting package, but your in-house team will be responsible for setting up such tags. If you choose to have us provide data analysis as part of Ability SmartStaff services, we staff one half-time to one full-time resource per client.

Site Navigation Management

Building a great website requires constant attention to your page flow, the ease with which your visitors can find product and navigate from one area of the site to another and the visibility of popular items. To illustrate the function and importance of site navigation management, let's think of a retail store. So much thought goes into which aisles and shelves should be used for each product, how to place products effectively together, what to feature on the aisle endcaps, and what to place near the checkout.

Site navigation experts serve the same function, translated to the retail environment. They work with the dedicated merchandisers, site content staff and account managers to help them find optimal site placement for special promotions. They make sure recommended accessories are tied to the correct products, and they work with the data analysts to pinpoint and correct any areas on your site where conversions seem to be low due to navigational issues or visitor confusion. They work with best practice researchers to implement, test and maintain current navigational preferences.

Navigation management is dependent upon how much your product offerings and promotions vary. The more time you invest in changing up the “look of your store,” the fresher your content appears for search engine crawlers, and the more dynamic and interesting your store seems to keep repeat visitors coming back. Therefore, your site navigation management staff is dependent upon how busy other content staff and merchandisers are changing the look of your store and adding new products. Ability SmartStaff estimates about one half-time resource is required per client to maintain navigation effectiveness, and we move navigation experts as needed when additional time is required for a particular client, due to large-scale navigational changes or multiple new product additions. If you manage your site navigation in-house, we recommend at least one half-time resource dedicated to this task.

Best Practice Research and Development (Cart & Checkout, Navigation, Mobile Ordering, etc)

The way people use the Internet for shopping is constantly evolving. Conversion rates will increase when customers are able to use your site the way they prefer, so best practice research is integral to effective web marketing. Best practice researchers work with account managers, with data analysts and with web developers to provide input and ideas on necessary navigation and checkout changes. They also investigate possibilities and viability for new ordering channels like mobile ordering, and for customer involvement innovations like RSS feeds.

This function is so highly specialized, yet so important, we recommend one dedicated resource within your organization to monitor the search efficacy of your site, so that this person has adequate time to stay on top of the latest best practices. Within the Ability SmartStaff organization, each client requires approximately one quarter-time staff resource.

Inbound Link /Social Networking Management

Inbound links are critical to your Google PageRank. You gain inbound links via affiliate marketing initiatives, but such programs can be expensive and may not fit your business model. If you do not engage in affiliate marketing activities, the best way to boost your inbound links is via social networking activity. The inbound link staff is responsible for maintaining a presence on various forums related to your product offerings, managing web presence for your company on social networking sites like MySpace, and creating pertinent external blogs and other web postings.

Inbound link staff also monitor Google Alerts to view postings by those outside your company regarding your site. This is a critical function to help you assess potential customer service issues or community “buzz” about your brand. This staff works with the customer service liaison experts and with SEO researchers to determine the best link placement opportunities for your site and to make sure links are tagged correctly to monitor the effect of particular inbound links on your sales.

Social network and inbound link management is “free” marketing, but it does require specialized expertise, web savvy to avoid costly public-relations errors, and time. This function is highly specialized, so we recommend one dedicated resource within your organization to manage inbound links and social networking. Within the Ability SmartStaff organization, each client requires approximately one quarter-time to one full-time staff resource.

Onsite Search Management

Customers must be able to find your products easily once they arrive at your web site...if they don't find things quickly, they simply leave and find what they want elsewhere. Ability SmartSite web sites provide a range of options for making your onsite search function effectively with very little human intervention; however, careful monitoring of search logs is mandatory for optimal performance. Such monitoring and maintenance is required regardless of onsite search functionality—even the most expensive third-party search solutions either require you to perform such monitoring tasks, or build the necessary labor expenses into their fees.

The onsite search monitoring staff checks internal search reports and works with site content management staff and dedicated merchandisers to optimize landing pages for all internal search issues and concerns. Like search engine marketing experts, they recognize important trends via search activity, and provide their own search successes and failures to account managers in order to spread findings across all marketing initiatives.

Ability SmartStaff estimates about one quarter-time resource is required per client to maintain onsite search efficiency, and we move search experts as needed when additional time is required for a particular client, due to large-scale navigational changes or multiple new product additions. If you manage your onsite search activity in-house, we recommend at least one half-time resource dedicated to this task.

Customer Service Liaison Management

This function is a critical link to ensure consistent cross-channel service across phone sales, mail order and web orders. Customer service liaison staff are responsible for monitoring and maintaining all site error messaging and process messaging; directing appropriate changes to customer-service related site wording, and ensuring accuracy of marketing promotions on all auto-generated emails such as order confirmations, ship confirmations, and so forth. This staff coordinates with any in-house or external call-center staff to ensure consistent messaging across client contact channels; directing specialty customer service opportunities such as follow-up action on your increasingly important BizRate feedback.

Customer Service Liaison staff also maintains and monitors customer-generated content on your Ability SmartSite (such as discussion forums and product reviews), and passes any problems or issues customers report through these channels to your customer service team for follow-up.

To manage all these functions, we recommend between one and three full-time staff resources if you manage your site in-house, depending upon the interactivity level of your customers (and in the world of interactive social marketing, this level will only increase). Ability SmartStaff provides expert customer service liaison management, in collaboration with your own customer service staff, at a level of between one half-time and two full-time staffers, again typically dependent upon the activity level of your Ability SiteFan users.

Rich Media & Specialty Content Management

Rich media specialists are responsible for writing copy and working with graphics staff or video/audio staff to create specialty content such as comparison shopping charts, specialty sizing charts or product selection informational pages or item page sections. They are also responsible for working with merchandisers to research and select rich media available via FTP or other methods directly from vendors.

Because functionality is critical to conversion improvements when using rich media, and may also impact site performance, rich media specialists work closely with web data analysts to ensure that the work they do helps, rather than hinders, the true goal behind the use of rich media, which is not simply to make the site “fun,” but to improve sales.

Your Ability SmartSite is robust enough to handle the addition of a wide variety of static informational pages and rich media within your item descriptions. To capitalize on this functionality, you should plan to dedicate one full-time staff resource to this function alone if you manage it in-house. If outsourcing this service to Ability SmartStaff, we typically designate between one half- and one full-time staff member per client to creation of such materials. The size of our organization also allows us to shift priorities between site content providers and rich media specialists so that during times of heavy new product addition, we have the capacity to get products available for purchase up on your site immediately; then, when new product addition slows, that same staff can use their expertise to backfill popular rich media and specialty content to boost sales and conversion rates.

Web Design & Graphics Management

The web design staff is responsible for staying up-to-date with all new site capabilities and graphics-related production issues. They create specialty content pages based on Specialty Content staff and merchandiser recommendations; they also create and rotate site banners for all category and subcategory levels and item list pages based on merchandiser recommendations and advertising management staff recommendations. Several of our clients sell banner space to their vendors as an additional revenue stream; when such is the case graphics staff is responsible for maintaining an appropriate rotation schedule for paid banner advertising, and for communicating with the account managers about any specifications requested by the vendors.

Graphics and banners are built according to SEO research staff specifications. The graphics personnel also typically make any resource file and style sheet changes as needed for all site upgrades and/or account manager requests, so expertise in understanding the code involved in making such changes is beneficial. This specialized group also creates graphics, updates templates and writes html content for all email marketing initiatives.

Ability SmartStaff provides one to two full-time graphics resources per client, depending on the size of the site and upon e-mail campaign requirements. One dedicated resource plus additional time during site upgrades is recommended if you perform this function in-house; an additional resource to maintain banner space is recommended if you choose to sell advertising space to vendors. Depending upon the robustness of your e-mail campaigns, you may wish to designate an additional resource solely for e-mail coding and graphics creation.

Web Marketing*

Amazon Store Set-Up, Maintenance and Relationship Management*

If you have an Amazon presence, our Ability SmartStaff experts have existing relationships with Amazon representatives, proven experience managing the customer service challenges that can arise from the Amazon feedback process, and detailed expertise in properly positioning and promoting your products. You pay Amazon's percentage-based fee and we handle all labor involved, with your input and approval regarding product selection, special promotion management and customer service issue resolution.

We typically designate between one and two full-time staff members to management of each client's Amazon presence. If you manage your Amazon storefront yourself, minimum recommended staffing level to manage your Amazon relationship is two full-time resources.

Shopping Portal Feed Optimization and Bid Management (Pricegrabber, Yahoo!, etc.)*

If you choose to advertise via shopping portals like Yahoo! or eBay, you pay the ad expense according to your desired level of marketing via shopping portal feeds. Ability SmartStaff experts provide you with reporting, analysis and bid management to give you an agreed-upon overall return on investment.

Shopping portal feed optimization requires data maintenance of each feed, as each one has slightly different data format requirements in order to display properly. Our staff also works directly with representatives at each portal, to ensure that product placement is optimized and to take advantage of any special promotional opportunities offered.

Poor bid management through any of the shopping portals can result in "bleeders"—products that have a high clickthrough rate but extremely low conversion. Therefore, our feed staff constantly monitors the bids on each product to optimize your advertising dollars. Feed optimization staff also work with merchandisers, customer service liaison staff and advertising management staff to create and manage feed- and keyword-based promotions and specials.

We recommend at least one full-time staff member in-house *per feed* if you manage your own campaigns; each Ability SmartStaff expert typically maintains maximum efficiency by specializing in one shopping portal and managing feeds for multiple clients on that portal. Approximately one quarter- to half-time resource is dedicated per client, per feed.

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Google Search Engine Marketing—Pay-Per-Click & Pay-Per-Action Campaign Management*

Google is by far the most profitable revenue stream for search engine marketing campaigns, because it has the highest traffic. Google pay-per-click campaigns are also one of the easiest ways to lose money quickly if keyword bids are not carefully and expertly managed. Ability SmartStaff Google SEM staff members are responsible for managing and maintaining effectiveness of all keywords on pay-per-click, pay-per-action and other paid search campaigns. They work with the taxonomy researchers to ensure bids are placed to effectively complement and enhance organic search results. These experts also monitor results with the assistance of the data analysts, and work with site content management staff to optimize landing pages for noticeably low-performance keywords.

Since effective search engine marketing requires vigilant attention to competitor activity and to consumer search activity in general, the Google experts provide search engine marketing successes and failures to account managers to allow them to spread findings across all marketing initiatives. Like the shopping portal management staff, search engine marketing staff members work with merchandisers, customer service liaison staff and advertising management staff to create and manage keyword-based promotions and specials.

We recommend designating one full-time staff resource to manage the above functions for your Google campaigns. Depending on your desired advertising spend restrictions for this channel, Ability SmartStaff designates appropriate resources of between one quarter-time staff member and one full-time staff member if we manage your Google campaigns. Like shopping portal feed advertising, if you outsource to us, you pay the ad expense according to the budget you determine, and Ability SmartStaff experts provide you with reporting, analysis and bid management to give you an agreed-upon overall return on investment.

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E-Mail Marketing—Comprehensive Services*

This staff responsible is for researching and providing product offerings and percent-off sales and specials on all e-mail correspondence: targeted follow-up sales; order and ship confirmation e-mails; auto-generated emails based on wishlist or cart contents; regular weekly or monthly newsletter-style advertising e-mails; any other e-mail correspondence-associated marketing as needed.

The email marketing staff work with graphics staff, merchandisers, content providers/copywriters, customer service liaison staff and account managers to maintain these initiatives as necessary. Please discuss more details on our e-mail marketing services with your sales representative.

E-mail marketing staff is highly dependent upon work with graphics staff, with merchandisers and with IT resources or an external e-mail delivery service provider. For the *coordination and management* portion of e-mail marketing services, Ability SmartStaff designates between one half time and two full-time staff members. Other staff needs are dependent upon whether we also perform other services for your organization such as graphics management and merchandising, and upon your desired delivery system for your emails. Delivering equivalent e-mail marketing services on a standalone basis requires more staff.

Online Advertising Management *

This staff manages process, graphics and pricing requirements for external advertising such as banner ads if you sell advertising space on your site. They also add source codes to web and order management to track external print advertising. Advertising managers work with merchandisers, client staff and account managers to sell advertising space in appropriate areas of site as necessary, and work with Content and Graphics staff to ensure timely placement of such advertising.

Online advertising managers are also responsible for investigating and helping assess return on investment for advertising opportunities like network advertising and banner ad placement. They will work with your staff to determine desired advertising spends in this channel and create and manage annual budgets in collaboration with the multichannel advertising reporting and tracking staff. Resource is dependent upon your advertising budget for this type of advertising.

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Multichannel Advertising Reporting & Tracking*

Multichannel advertising tracking experts perform a similar function to the data analysts for your site. Because web marketing efforts demand additional ad spend, additional time and resource is required to determine efficacy of all advertising spending. These experts provide data to clients and vendors to justify future client-site ad spending and staffing is dependent upon the volume of such advertising your company engages in.

Affiliate Marketing Management*

This staff is responsible for managing affiliate marketing programs & feeds, administrating affiliates via our back-end management tool, and managing contact between customers interested in pursuing additional affiliate-related opportunities and client company contacts or account managers. The staff required to maintain your affiliate program is dependent upon the number of affiliates you have and the aggressiveness with which you pursue new affiliates. Please discuss with your sales representative if you are currently running an affiliate program or if you are interested in starting one.

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Total Resource Estimates

If you choose to purchase an Ability SmartSite customized web design and run it in-house, you should plan to dedicate the following marketing staff resources to maximize the profitability of your site. These estimates are averages based upon our assessment of the time required on the part of our existing Ability SmartSite clients for their in-house or outsourced staff to adequately perform these functions. Bear in mind that some resources require professional expertise while others can be filled by less experienced personnel who can be trained to manage your marketing projects; see the detailed descriptions of each staff type or ask your sales representative if you need further information in making your assessment.

Resource Type	Minimum Staff Estimate	Maximum Staff Estimate
Management & Merchandising	2 FT	4 FT
Search Engine Optimization	3 FT + 8 hours/week	8 FT + 8 hours/week
Conversion Optimization	7 FT + 20 hours/week	11 FT + 20 hours/week
Web Marketing*	Variable	Variable

If you opt to take advantage of Ability SmartStaff services to manage your Ability SmartSite, we dedicate resources appropriate to the size and complexity of your business to manage it effectively and deliver maximum profitability. Again, because of the specialized training of our marketing experts, we are able to take advantage of the economies of scale which serving multiple clients allows. We provide equivalent services more efficiently, lowering costs and enabling state-of-the-industry excellence in direct marketing.

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