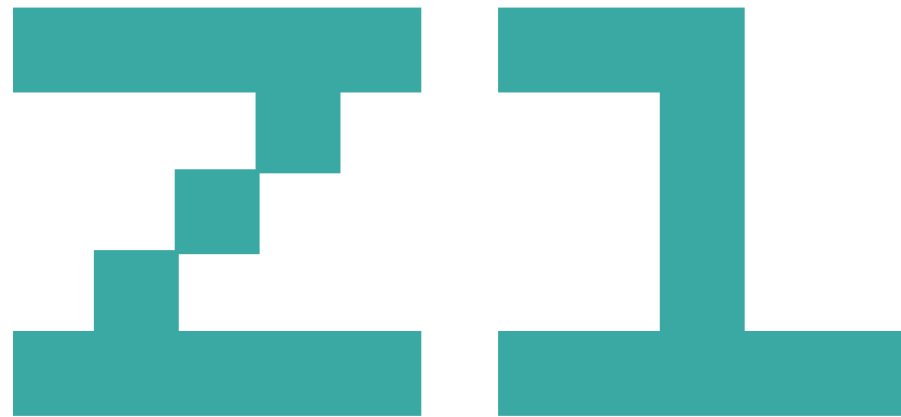
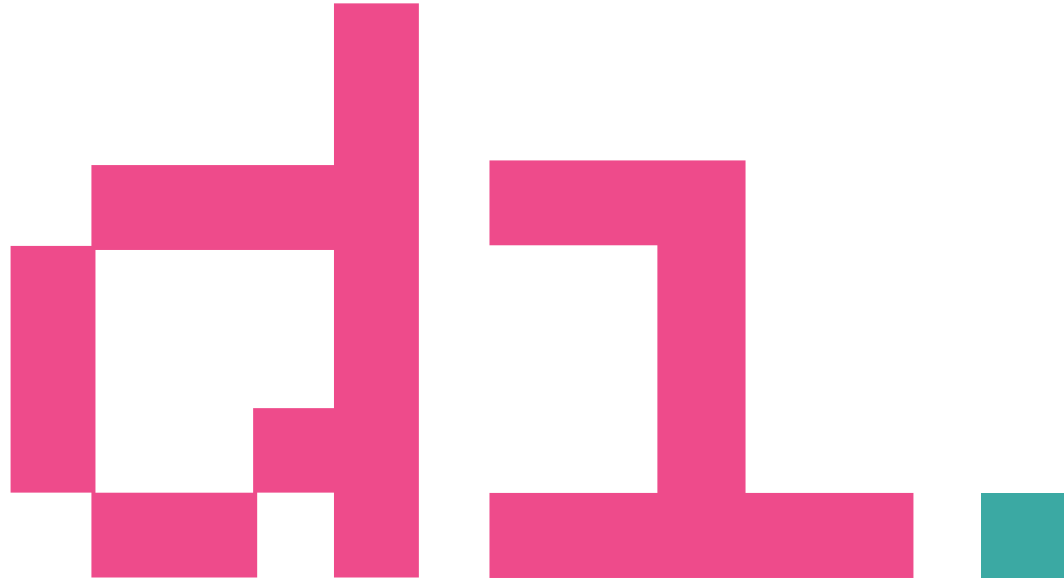


**D1Zi Logo**



DIGITAL AGENCY

# **Expo Business Presentation**

# Websites Working for Small Businesses



**dzi**  
DIGITAL AGENCY

## Succeeding in a Digital World



# Common Functions of Small Business Website





# Common Functions of Small Business Website



80%

**Providing  
Information**



45%

**Supporting  
Customers**



35%

**Getting  
New Clients**



30%

**Selling  
Online**



# KW Small Business Community



**60% of businesses in KW have a website**



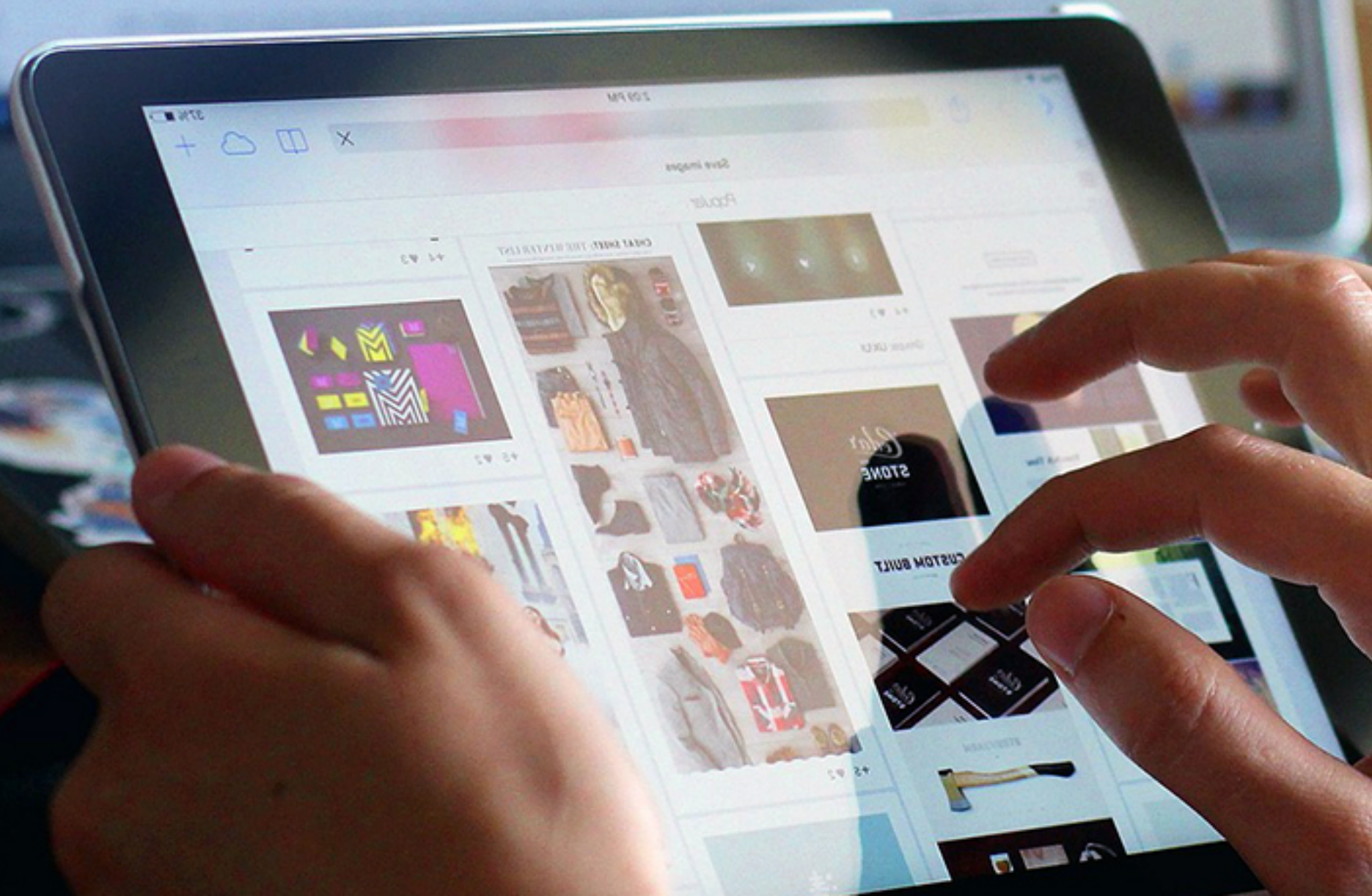
# Online Presence

**59%**

Of small businesses who have a website say their business grew since they got a website

**83%**

Of small businesses who have a website feel a competitive advantage over those business without one





# Stay ahead of the competition





# Stay ahead of the competition



**55%** Of small business without a website intend to create one within the next two years



**48%** Of small businesses who plan to create a website expect their business to grow **25%** or more



**78%** Of small businesses who plan to create a website expect to expand their customer base, either locally, nationally or internationally



# Top reasons why small businesses



## Do not have a website



# Top reasons why small businesses Do not have a website



35%

**Think they  
are too small**



21%

**Lack the  
technical  
expertise**



24%

**Think it would  
not help their  
business**



20%

**Think it is  
too expensive**



# All websites are not equal





# Your website must be findable



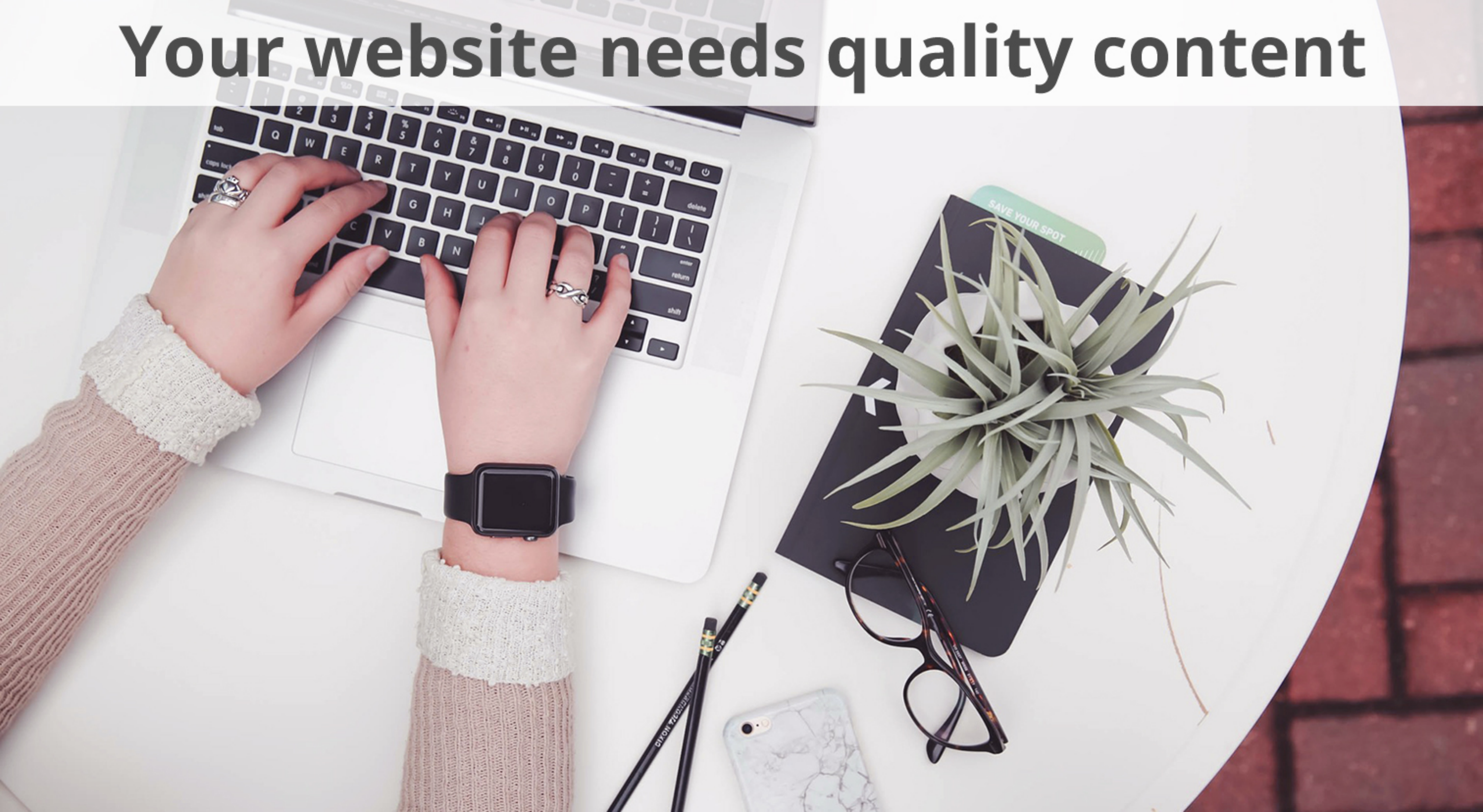


# User friendliness is essential





# Your website needs quality content





# Your website demonstrates

## Customer focus



# Who we are





# Who we are

**Local  
business  
supporting  
community**

**We  
understand  
the challenges  
in the digital  
world**

**dzi**  
**zi**  
DIGITAL AGENCY



**Expo Business Banner**



## Let YOUR Business Be OUR Business



Get Your  
Business  
Online

Keep  
It  
Local

Why  
d1zi  
DIGITAL AGENCY

- We are a LOCAL business
- We KNOW your customers
- We support our COMMUNITY
- We are FUN, CREATIVE and AFFORDABLE
- We do digital MARKETING that WORKS

Why  
Small  
Business

- You are ONE of us
- You turn creative ideas into INNOVATIONS
- You CREATE local JOBS
- You contribute to our ECONOMY
- Your business is UNIQUE

www.d1zi.com  
hello@d1zi.com  
1.888.463.5253

283 Duke St. W  
Suite 225  
Kitchener, ON  
N2H 3X7

**Flyer**



# Writer wanted



## D1Zi is looking for a content writer

What makes you the perfect writer:

- Creativity and passion for writing
- Strong editing and proof-reading skills
- Desire to help your community
- Above average English writing skills

How to apply:

Send an email telling a little bit about yourself to  
[jobs@d1zi.com](mailto:jobs@d1zi.com)



# **D1Zi Digital Menu Insert**

## OUR DIGITAL MENU

PACKAGES	ESSENTIAL	PLUS	PREMIUM
ONE TIME SET UP FEE	\$799.99	\$899.99	\$1049.99
Your own business website	3 pages	5 pages	6-10 pages
Photos	3	5	10
Content creation	✓	✓	✓
Your own domain (.com or .ca)	✓	✓	✓
Website hosting (your site live on the web)	✓	✓	✓
Email accounts (yourname@yourbusiness.com/ca)	5	10	20
Google map included on your website	✓	✓	✓
Links to your existing Facebook, Instagram, Twitter and Google+	✓	✓	✓
Google keywords	✓	✓	✓
Website's report card (visits to your website)	semi-annually	semi-annually	quarterly
Monthly update hours (if necessary)	1	2	3
Contact Form	✗	✓	✓
Custom Logo Design	✗	✗	✓
SSL Certificate	✗	✗	✓
<b>Monthly Fee</b>	<b>\$99.99</b>	<b>\$149.99</b>	<b>\$199.99</b>

## ADD ONS

- Custom photography • Logo design • Icons • Illustrations • Infographics • Animated slideshow videos •
- Posts / Articles - professional content writing • Google+ account set up • Facebook account set up •
- Twitter account set up • Instagram account set up • Custom business cards •
- Blogs • One-on-one Social media skills training •

## ADVANCED OPTIONS

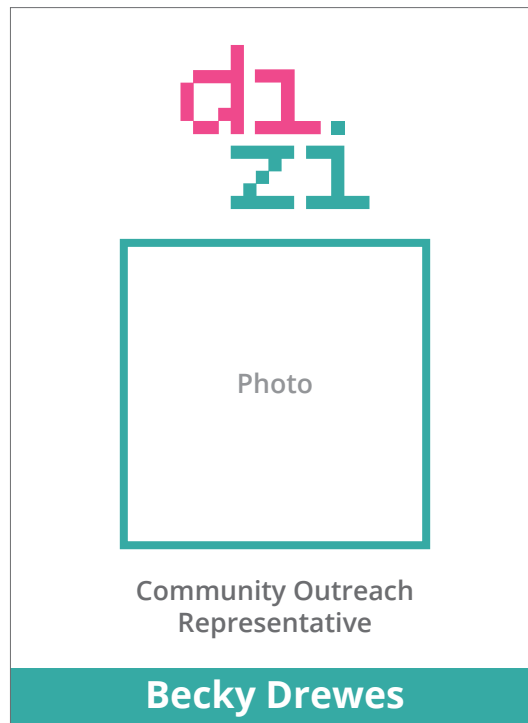
- Custom calendars • Booking and scheduling • E-commerce • Online sales • Flyers • Brochures •

## INCLUDED IN ALL PACKAGES

- 2 rounds of feedback • Monthly maintenance and website updates • Weekly updates and patches •
- Secure offsite backups • SPAM and Security Monitoring • Performance monitoring and optimization •

**Badge**

## Front



## Back



# **D1Zi Forms**





# SERVICE AGREEMENT

## CLIENT INFORMATION

BUSINESS NAME

CONTACT / OWNER / AUTHORIZED REPRESENTATIVE

BUSINESS ADDRESS

CITY

PROVINCE

POSTAL CODE

BUSINESS PHONE

CELL PHONE

EMAIL

## SERVICES

### ESSENTIAL

- ☐ SETUP \$799.99  
MONTHLY \$99.99
- 3 page website
  - 3 photos
  - Content creation
  - Your own domain (.com or .ca)
  - Website hosting
  - 5 email accounts
  - Google map included on your website
  - Links to your existing Facebook, Instagram, Twitter and Google +
  - Google keywords
  - Semi-annual reports
  - 1hr of monthly updates

### PLUS

- ☐ SETUP \$ 899.99  
MONTHLY \$149.99
- 5 page website
  - 5 photos
  - Content creation
  - Your own domain (.com or .ca)
  - Website hosting
  - 10 email accounts
  - Google map included on your website
  - Links to your existing Facebook, Instagram, Twitter and Google +
  - Google keywords
  - Semi-annual reports
  - 2hrs of monthly updates
  - Contact Form

### PREMIUM

- ☐ SETUP \$1049.99  
MONTHLY \$199.99
- 6-10 page website
  - 10 photos
  - Content creation
  - Your own domain (.com or .ca)
  - Website hosting
  - 20 email accounts
  - Google map included on your website
  - Links to your existing Facebook, Instagram, Twitter and Google +
  - Google keywords
  - Quarterly reports
  - 3hrs of monthly updates
  - Contact Form
  - Custom Logo Design
  - SSL Certificate

### ADDITIONAL SERVICES

	\$
	\$
	\$
	\$
	\$

### INVOICE SCHEDULE\*

	\$
	\$
	\$
	\$
	\$
MONTHLY AMOUNT	\$

\* Applicable taxes will be added to the invoiced amounts

This is a legal agreement entered into between D1Zi and the client whose information is contained above. This agreement consists of this page, the Terms and Conditions as well as any schedules attached and identified as forming part of this agreement, pursuant to which D1Zi will begin working on the project depending on the package purchased. By signing this agreement, you acknowledge having received and reviewed, and you agree to, the Terms and Conditions contained on the reverse side.

SIGNATURE

DATE

D1Zi REPRESENTATIVE

D1Zi REP ID



## PRE AUTHORIZED DEBIT (PAD) FORM

### CLIENT INFORMATION

BUSINESS NAME

CONTACT / OWNER / AUTHORIZED REPRESENTATIVE

BUSINESS ADDRESS

CITY

PROVINCE

POSTAL CODE

BUSINESS PHONE

CELL PHONE

EMAIL

I/we authorize D1Zi Digital, and the financial institution designated (or any other financial institution I/we may authorize at any time) to begin deductions as per my/our instructions for monthly regular recurring payments and/or one-time payments from time to time, for payment of all charges arising under my/our D1Zi Digital account(s). Regular monthly payments for the full amount of services delivered will be debited to my/our specified account on the 1st day of each month. I/we expressly waive any legislative or regulatory requirement for pre-notification. Transaction dates that fall on a weekend or holiday will be processed the next business day.

I/we may revoke my/our authorization at any time, subject to providing notice 5 business days before the next scheduled transaction. I/we can obtain a sample cancellation form or more information on my/our rights to cancel a PAD agreement at my/our financial institution or by visiting the [www.cdnpay.ca](http://www.cdnpay.ca).

I/we have certain recourse rights if any debit does not comply with this agreement. For example, I/we have the right to receive reimbursement for any PAD that is not authorized or is not consistent with this PAD Agreement. To obtain a form for a Reimbursement Claim, or for more information on my/our recourse rights, I/we may contact my/our financial institution or visit [www.cdnpay.ca](http://www.cdnpay.ca).

SIGNATURE

DATE

**ATTACH VOID CHEQUE OR FILL FINANCIAL INSTITUTION FORM**

### FINANCIAL INSTITUTION FORM

FINANCIAL INSTITUTION NAME

BRANCH ADDRESS

ACCOUNT NUMBER

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

TRANSIT NUMBER

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



Business Name \_\_\_\_\_ Industry \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone number \_\_\_\_\_

E-mail \_\_\_\_\_ Chamber of Commerce Yes ☐ No ☐

---

Does your business have a website? Yes ☐ No ☐

## IF YES

When was your business website built? \_\_\_\_\_

How often do you update your website? \_\_\_\_\_

Do you know how many people visit your website? Yes ☐ No ☐

How is it tracked? \_\_\_\_\_

Do you know how your visitors find your website? Yes ☐ No ☐

Does it appear in Google search results? Yes ☐ No ☐

For what keywords? \_\_\_\_\_

## IF NO

How do your clients find you today? \_\_\_\_\_

Do your clients use computers/smartphones? Yes ☐ No ☐ Don't know ☐

Do your competitors have websites? Yes ☐ No ☐

How do you think a website could help your business? \_\_\_\_\_

How much do you think having a business website would cost? \_\_\_\_\_

---

Do you have company pages on Social Media?

Facebook ☐ Google Local ☐ Twitter ☐ Other ☐ \_\_\_\_\_  
Google+ ☐ Instagram ☐ Pinterest ☐

How do you market / advertise your products / services?

Social media advertisements ☐ Flyers ☐ Emails ☐  
Newspaper / print publications ☐ Lawn signs or Billboards ☐ Other ☐ \_\_\_\_\_

What is your monthly marketing budget?

\$0 ☐ Around \$100.00 ☐ Around \$200.00 ☐  
Around \$300.00 ☐ Around \$400.00 ☐ Around \$500.00 ☐  
Above \$500.00 ☐

Which methods do you use to retain customers?

Email ☐ Text messages ☐ Blogging ☐ Newsletter ☐  
Phone ☐ Video content ☐ Social media post ☐ Other ☐ \_\_\_\_\_

# **D1Zi Brochures**



# Why do you need Digital Marketing?

## Social Media



It's not about having ideas,  
it's about sharing them

d1zi.com

1



It ensures that your potential customers can find you

Today's consumers mostly use internet to search for the products and services they are in need of

It helps you gain credibility  
& more exposure

Your professional website  
gives your business credibility  
and gains consumer's trust

2



It keeps you at par  
with competitors

If potential customers cannot  
find your website, they will find  
your competition

3



It helps generate  
higher revenues

Your website is open  
to your current and  
future customers 24/7

4



It saves you money

Online marketing is the best and  
most cost-effective marketing  
channel that delivers actual results

5



For a free expert advice  
email: team@d1zi.com

283 Duke St W Suite 225  
Kitchener, ON N2H 3X7  
1519.883.0336 or 1888.463.5253

## ESSENTIAL

\$635.00

per month

Facebook

Google+

Social media strategy

Monthly content calendar  
for each platform

Facebook posts (2 x week)

Google+ posts (1x week)

Community management  
all platforms (1hr x week)

Comprehensive quarterly report

Semi-annual strategy and  
performance review

Suggested FB ad budget \$150/mo

## PLUS

\$950.00

per month

Facebook

Google+

Twitter

Instagram

Social media strategy

Monthly content calendar  
for each platform

Custom design visuals

Facebook posts (3 x week)

Google+ posts (2 x week)

Instagram posts (1x week)

LinkedIn posts (1x week)

Community management  
all platforms (2hr x week)

Comprehensive monthly report

Semi-annual strategy and  
performance review

Suggested FB ad budget \$250/mo

## PREMIUM

\$1100.00

per month

Facebook

Google+

Twitter

Instagram

LinkedIn

Social media strategy

Monthly content calendar  
for each platform

Custom design visuals

Facebook posts (5 x week)

Google+ posts (3 x week)

Twitter posts (4 x week)

Instagram posts (2 x week)

LinkedIn posts (1x week)

Quarterly analytics report and  
review of site performance

Community management  
all platforms (4hr x week)

Comprehensive monthly report

Quarterly strategy and performance review

Suggested FB ad budget \$350/mo





## Why do you need Digital Marketing?

It ensures that your potential customers can find you

Today's consumers mostly use internet to search for the products and services they are in need of

It helps you gain credibility & more exposure

Your professional website gives your business credibility and gains consumer's trust

It keeps you at par with competitors

If potential customers cannot find your website, they will find your competition

It helps generate higher revenues

Your website is open to your current and future customers 24/7

It saves you money

Online marketing is the best and most cost-effective marketing channel that delivers actual results

## Web Design



283 Duke St. W  
Suite 225  
Kitchener, ON  
N2H 3X7

1519.883.0336  
1.888.463.5253

It's not about  
having ideas,  
it's about  
creating them

d1zi.com

For a free expert advice  
email: [team@d1zi.com](mailto:team@d1zi.com)

## ESSENTIAL

\$99.99

Custom website design  
and implementation  
(3 pages)

Domain name and  
secure site hosting

Professional email  
(up to 10 accounts)

Stock images and  
professional photos  
(up to 3)

Google maps integration

Social media integration

Basic SEO setup

Semi-annual analytics report  
and review of site performance

Monthly maintenance  
and website updates  
(up to 2 hours)

**\$700.00 setup fee**

## PLUS

\$149.99  
per month

Custom website design  
and implementation  
(5 pages)

Domain name and  
secure site hosting

Professional email  
(up to 50 accounts)

Stock images and  
professional photos  
(up to 5)

Google maps integration

Social media integration

Basic SEO setup

Contact form

Semi-annual analytics report  
and review of site performance

Monthly maintenance  
and website updates  
(up to 3 hours)

**\$750.00 setup fee**

## PREMIUM

\$199.99  
per month

Custom website design  
and implementation  
(10 pages)

Domain name and  
secure site hosting

Professional email  
(up to 100 accounts)

Stock images and  
professional photos  
(up to 10)

Google maps integration

Social media integration

SEO setup

Contact form

Content writing

Quarterly analytics report  
and review of site performance

Monthly maintenance  
and website updates  
(up to 5 hours)

**\$850.00 setup fee**





## Graphic Design



It's not about having ideas.  
It's about making  
them happen

d1zi.com

# Why do you need Digital Marketing?

1

It ensures that your potential customers can find you

Today's consumers mostly use internet to search for the products and services they are in need of

2

It helps you gain credibility & more exposure

Your professional website gives your business credibility and gains consumer's trust

3

It keeps you at par with competitors

If potential customers cannot find your website, they will find your competition

4

It helps generate higher revenues

Your website is open to your current and future customers 24/7

5

It saves you money

Online marketing is the best and most cost-effective marketing channel that delivers actual results

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283 Duke St. W Suite 225  
Kitchener, Ontario N2H 3X7

1519.883.0336 or 1.888.463.5253

# ESSENTIAL

\$685.00

Consultation

Initial logo design

2 rounds of revisions

Final logo (vector, png and jpeg)

Business card design

100 business cards included

# PLUS

\$970.00

Consultation

2 Initial logo designs

2 rounds of revisions

Final logo (vector, png and jpeg)

Business card design

250 business cards included

Letterhead & envelope design

Design of templates for  
forms, invoices, etc.

# CUSTOM

\$75.00

per hour

Free consultation

Revitalize your current logo

Vectorize your sketch

Promotional material

Store signage

Invitations

Anything is possible!