

Website as *just part* of your Marketing Message...

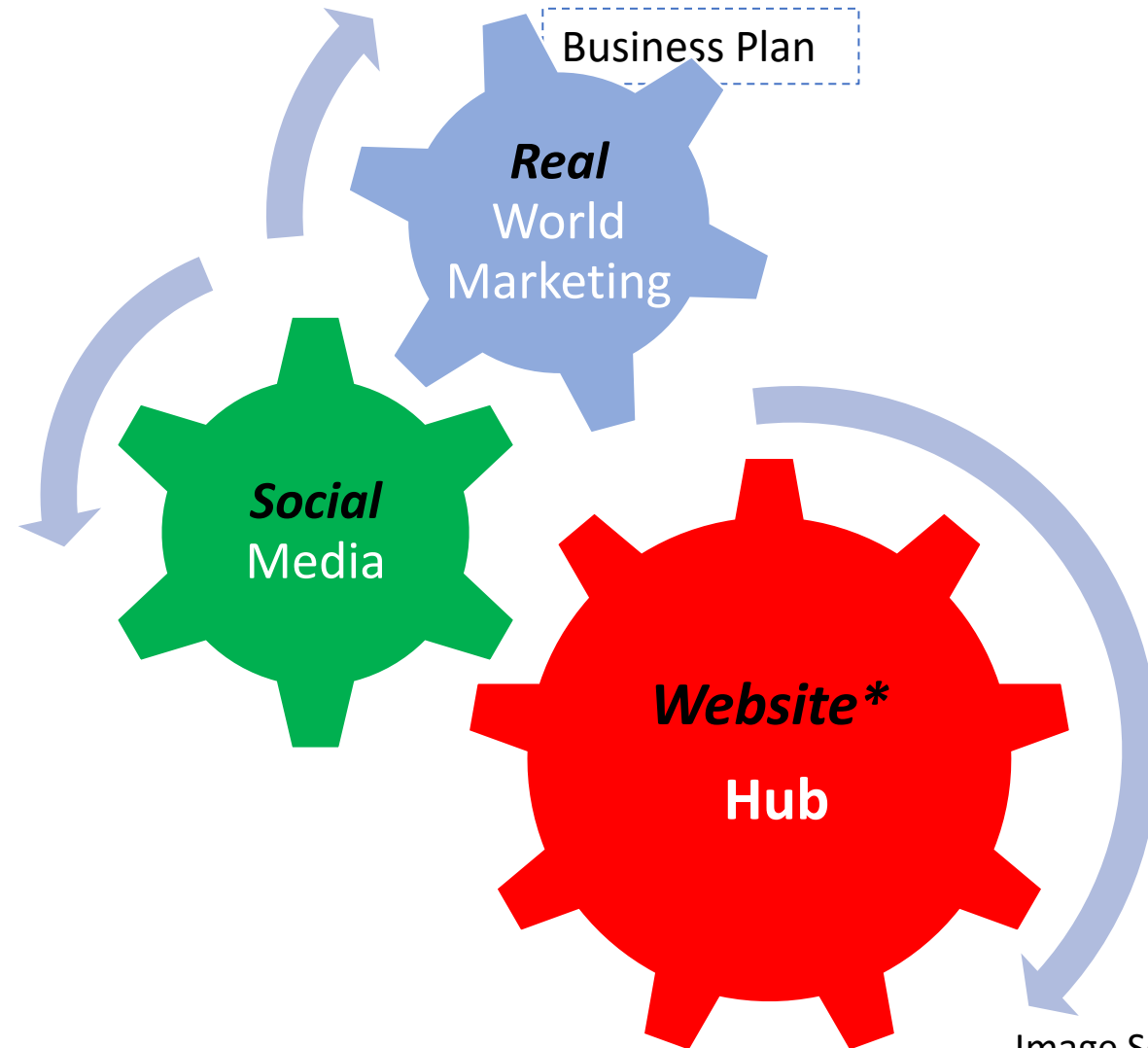


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****Why Need a Website in 2024?: Credibility, Control, Searchability***

Online Consulting Platforms

Global platforms that connect client “tasks” with various consultant services

- **“Pro bono” platforms** (free for non-profits)
 - [Taproot Plus](#), [Catchafire](#) – e.g. my quick website checkups (5 hours max!)
 - Benefits: you bid, sharpen your offerings... not for paid consulting leads
- **Business consulting sites** (paid fees – closed “Marketplaces”)
 - [Fiverr](#), [Upwork](#) digital service platforms (“directories”)...millions of users!
 - Benefits: searchable, global market, demand-driven...Price competitive!
 - Free as vendor to enter, fixed prices, and high commission fee (min. 20%!)



42,000+ services available

Sort by: Best selling ▾



Ad by Parth H. Top Rated
I will do figma website design, website mockup, wordpress landing page...
★ 5.0 (173)
From \$15



Ad by Marten Eyferth Level 2
I will design an interactive and 3d animated webflow website
★ 5.0 (49)
From \$1,900



Ad by Adil Zahoor Top Rated
I will build responsive wordpress website design
★ 5.0 (979)
From \$75
☐ Offers video consultations



Ad by Footyworld Tech Level 2
I will design and develop modern and responsive wordpress website
★ 5.0 (726)
From \$100
☐ Offers video consultations

Online Business Management



- Why Need?: 1 space to organize scattered emails, docs, appts
- [Google Workspace](#):
 - Setup: Gmail account, \$6/month
 - Key services:
 - ✓ Doc filing per Project (“Drive”)
 - ✓ Gmail exchanges
 - ✓ Calendar – video Google Meet
 - ✓ Controlled sharing of docs access, Calendar invites

Google Workspace



My Business Relaunch – *Case Study*



Need for relaunch...paid clients? – my new marketing plan for 2024

- My web design audience: small business, non-profits, pro bloggers
- I realized websites as low-priced “commodity”
- Relaunch marketing strategy (*“simple, sustainable website design”*):
 - ☐ Local Presentations (DC computer clubs, Career Support groups, GGCC preso/referrals)
 - ☐ Marketing collateral (printed brochure: tri-fold, from a [Vistaprint](#) template)
 - ☐ Global Marketing (Fiverr paid, free Taproot Plus + [Mailchimp](#) newsletter..TBD *“[SCORE](#)”* Preso!)
 - ☐ Product/Pricing -- 3 “quick” website services: Web Check, Site Setup, Bus. Plan (\$50 - \$200)
 - ☐ *Feedback:* by other Dig. Mktng Consultants, Chamber 1:1s, Partners (Arg. WP developer)
- ❖ *Happy to discuss/share lessons one-on-one with anyone via Zoom!*



SOHO Resource Links

- 1) “Get Started” on [WordPress.Com](#) + my [DIY tips](#) (*questions welcome!*)
- 2) **How Project Management** can help a Solopreneur ([article ref link](#) + [Trello](#) - simple graphical PM tool + *contact me for a free Zoom appt to help!*)
- 3) **Global Marketing links:** [Taproot Plus](#), [Fiverr](#)...& [Fiverr Workspace](#) (client management, invoicing, time tracking...)

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- ☐ [Linkedin profile](#)
- ☐ [X](#) (Twitter)
- ☐ [Whatsapp](#) (esp. for international)



Photo by Christina Morillo on Pexels.com

All Presentation Links *(in order of Slides)*

- Taproot Plus, <https://www.taprootplus.org/>, Catchafire <https://www.catchafire.org/>
- Fiver <https://www.fiverr.com/>, Upwork <https://www.upwork.com/>
- Google Workspace <https://workspace.google.com/>
- Vistaprint <https://www.vistaprint.com/> , Mailchimp <https://mailchimp.com/> , SCORE <https://www.score.org/volunteer-opportunities>
- WordPress.Com <https://wordpress.com/>, DIY Tips <https://dcwebrevolution.com/resource-links/>, Solopreneur Article Ref link <https://www.proprofsproject.com/blog/project-management-in-small-business/> , Fiverr Workspace <https://workspace.fiverr.com/>
- My contact info (from website): <https://dcwebrevolution.com/contact-me/>