

eDirectory

Start your search here!

What are you looking for?

Search for things, services, people

where

Los Angeles, CA



SEARCH

**WE'LL START THIS WEBINAR
IN A FEW MINUTES**



Travel

Hotels, Spas, Resorts, Cruises



Beauty

Skincare, Spas, Hair, Beauty &



Sports

Trainers, Indoor Sports, Fitness



Food

Restaurants, Bars, Cafes



Entertainment

Casinos, Clubs, Nightlife



Engagement

Weddings, Events, Parties



edirectory

Agency Services to Increase Revenue

Webinar Wednesdays

June 29th 2022



**Directories are a great
business model,**

**(low cost to setup,
high margin recurring revenue,
scalable).....**

So **why bundle additional services?**

- **Helps *new* directories generate revenue while building content and traffic**
- **Great for retention**
- **More revenue**

Why agency services?

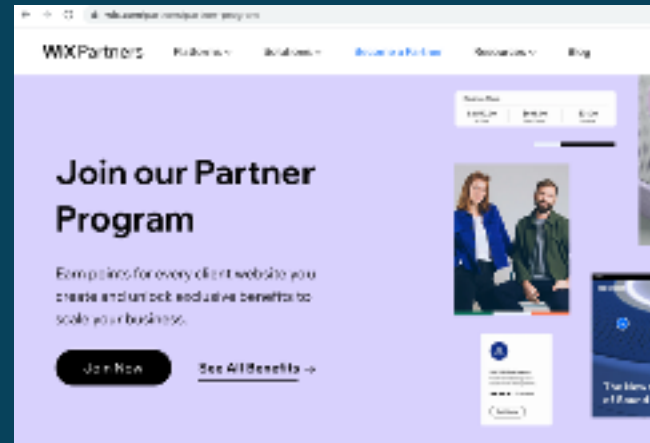
- **Complementary to listings**
- **Production involves many of the same skills**

How?

- Learn yourself
- Outsource or Partner for high-skill services and to scale

8 Easy Service Ideas

1. Website and Email Hosting

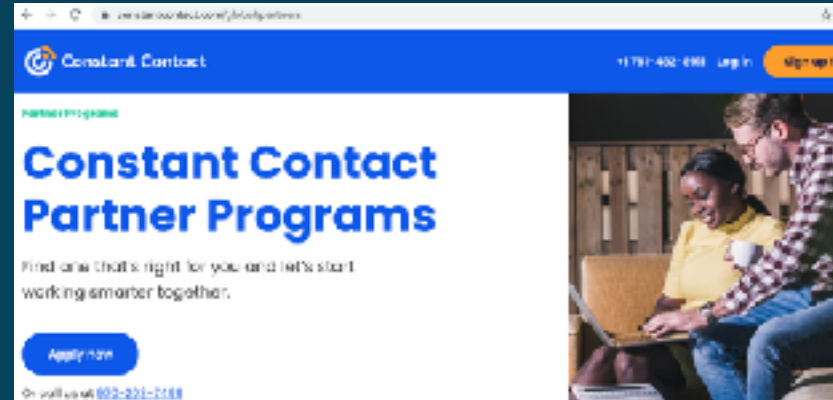


1. Website and Email Hosting

- Monthly recurring revenue
- Simple site creation similar to setting up a listing
- Great for retention

2. Email Newsletter production

- Offer 1 or 2 per month
- Flat fee + list size
- Budget time to produce each client newsletter



3. Product and Site Photos

- Visit client location and take photos
- Possible to learn or great service to outsource
- Pro equipment not terribly expensive.



4. Video production

-Testimonials, Products and services, business Tours, Events, etc.

-Outsource

-Submit to Youtube, post to your directory, on client social media

4. Video production

- **Lighting and Post Production are key**
- **Not extraordinarily difficult to learn**
- **Offer a package of 1 or 2 per year with a listing**

5. SEO Service

- Skill you will likely develop while building your directory
- Possible to partner and outsource



6. Ad Management

- **Google Adwords, Facebook ads, Linked In etc**
- **Bill monthly depending on budget**
- **Possible to partner with an ad management firm or freelancer**

7. Content Writing

- Write one or 2 articles or blog posts per month
- Use same staff who writes your directory content

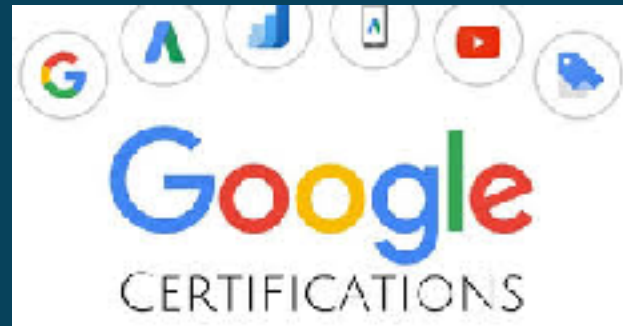


8. “Submit My Business” Service

- **Submit the listing to Google My Business, and other local directories**
- **Very easy service to provide**

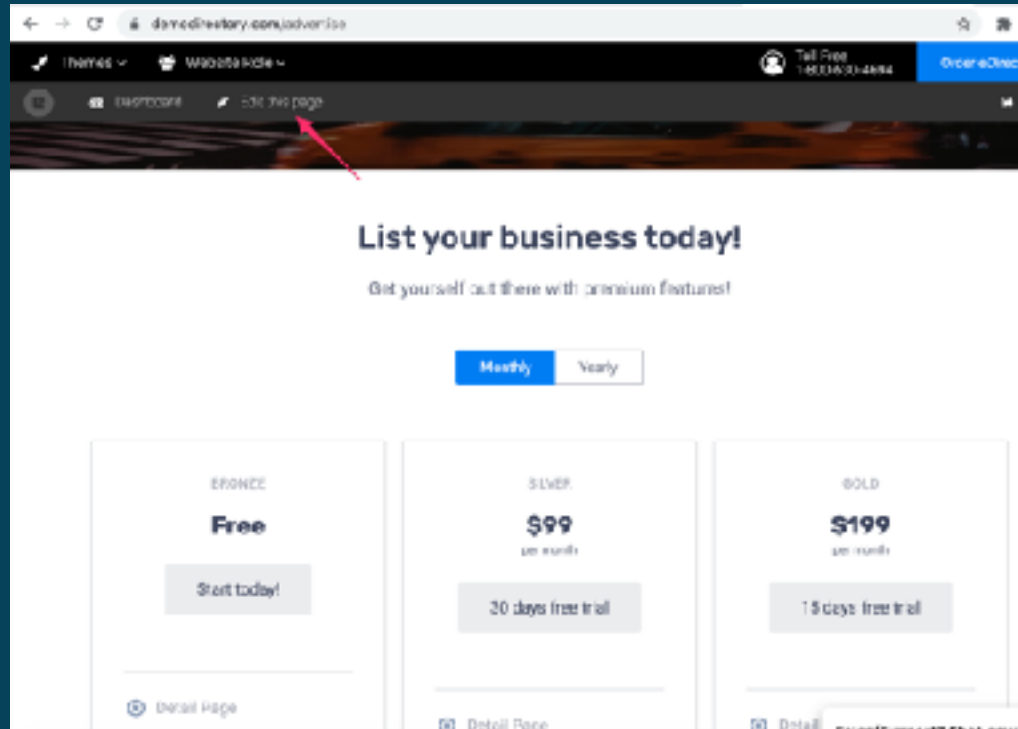
Tip:

Get training and certifications for the services you are offering.



**How do I bill and collect
payment for these services?**

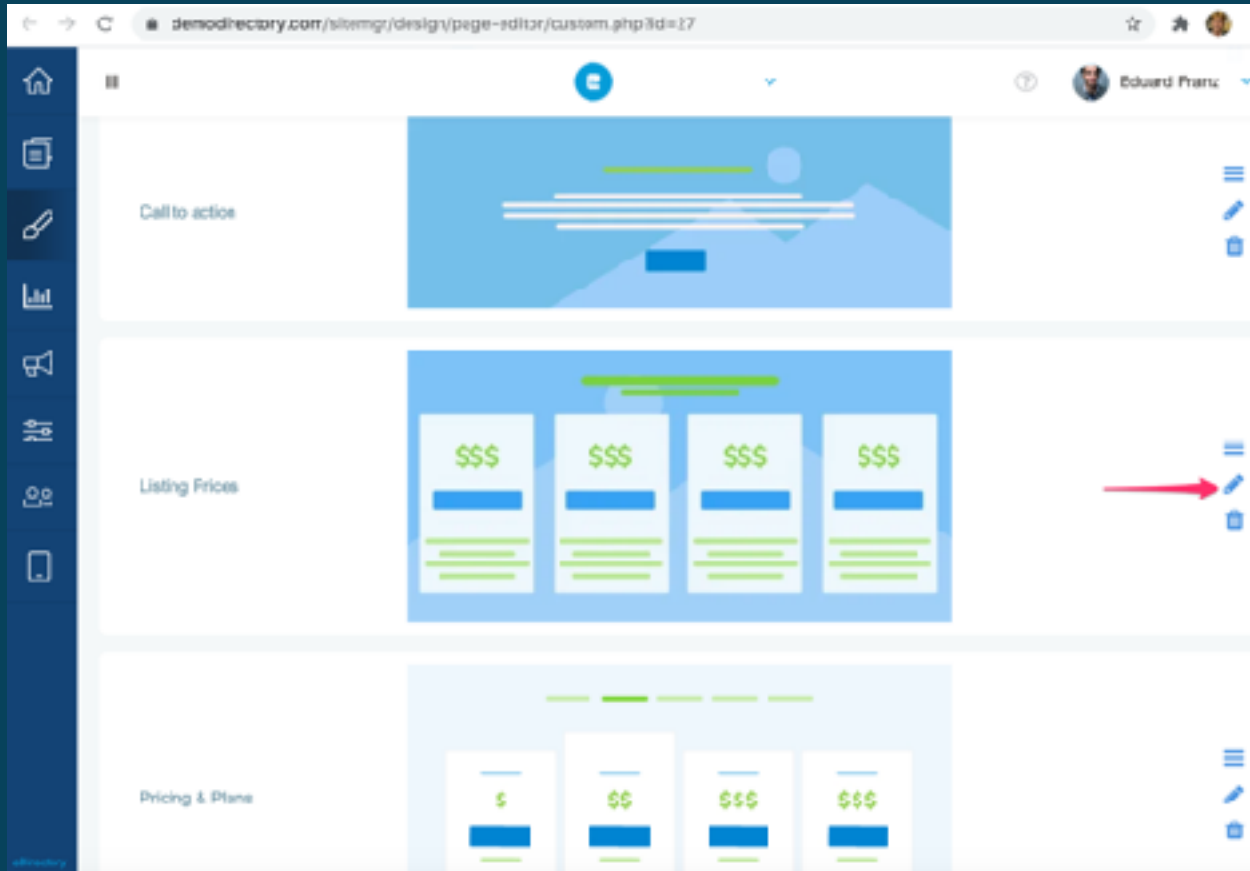
Add your offering to your plans and pricing



The screenshot shows a web browser window with the URL dymdirectory.com/advertise. The page features a navigation bar with "Themes" and "Woolstackle" dropdowns, a "Call Free 1-800-331-4684" button, and an "Order Direct" button. Below the navigation is a "Dashboard" link and a "Go to this page" link, the latter of which is highlighted with a red arrow. The main content area has a dark header image and the text "List your business today! Get yourself out there with premium features!". Below this is a toggle for "Monthly" (selected) and "Yearly". The pricing table consists of three columns: BRONZE (Free, Start today), SILVER (\$99 per month, 30 days free trial), and GOLD (\$199 per month, 15 days free trial). Each column has a "Detail Page" link at the bottom.

BRONZE	SILVER	GOLD
Free	\$99 per month	\$199 per month
Start today!	30 days free trial	15 days free trial
Detail Page	Detail Page	Detail Page

In Page Editor click here to edit description



In Page Editor click here to edit description

The screenshot shows a web browser window with the URL `dozeeirectory.com/sitemgr/tee.gr/page-editor/custom.php?id=27`. The page is titled "Edit Widget - Listing Prices" and features a sidebar on the left with icons for home, list, edit, and other functions. The main content area is divided into sections: "Call to action", "Listing Prices", and "Pricing & Plans". The "Design & Customization" section is currently active and contains the following elements:

- Title:** A text input field containing "Get your business today!".
- Description:** A text input field containing "Get yourself out there with premium features!".
- Background Color:** Three radio button options: "Brand Color" (with a blue square), "Neutral Color" (with a grey square), and "White" (with a white square). The "White" option is selected.
- Buttons:** Two blue buttons: "Customize features information" and "Change prices pricing".
- Boxes:** A "Boxes" section with a text area containing:
 - Executive listing that appears on search results
 - Production of one video highlighting your products and services
 - Includes and promotion of the video on our Youtube channel
- Other:** A text input field containing "Type here the features of the plan".

A red arrow points from the "Change prices pricing" button to the "Description" field.


Or build a custom page for the offering and send a custom invoice.

The screenshot shows a web application interface for managing invoices. The browser address bar displays `demodirectoy.com/sitemgr/activity/custominvoices/`. The user is logged in as **Eduard Franz**. The interface includes a sidebar on the left with navigation options: **Activity**, **Search Reports**, **Leads**, **Reviews**, **Revenue reports** (highlighted with a red arrow), and **Gain**. The main content area shows a list of invoices under the **Custom invoices** tab. The list includes the following entries:

Category	Item	Date/Time	Status
Other services	george@sample.com	08/10/2008 - 10:48 am	Fail
Postcards	john@sample.com	08/10/2008 - 10:41 am	Fail
Site Design	harold@sample.com	08/08/2008 - 10:49 am	Fail
Diverse items	lachees@sample.com	08/08/2008 - 01:38 pm	Fail
Design	carl@sample.com	08/07/2008 - 01:19 pm	Fail
Diverse	brandon@sample.com	07/03/2008 - 06:52 am	Sent
Customizations	jane@sample.com	07/03/2008 - 06:44 am	Sent

Additional interface elements include a search bar, a 'Visit site' button, and a '+ Add Custom Invoice' button. A red arrow points to the 'Custom invoices' tab, and another red arrow points to the 'Revenue reports' sidebar item.

Tip: After delivering agency services, always ask for referrals.



91% will give referrals
if asked.

Only 11% ask.

- Dale Carnegie

Thank
YOU!