



OUR MISSION AND CULTURE

Web Strategy Plus Drives More Leads And Sales To Your Business!

Our Mission

Understanding: We dig deep to truly understand your unique business needs to provide you with a targeted marketing plan that fits your budget and meets your goals. We appreciate long term relationships with our clients ensuring their continued success.

Experts: Our team is the “best of the best” as we’ve worked with small startups and Fortune 500 companies in Web Design, SEO, PPC, Social Media, Content Writing, Brand Development, Advertising Strategies, and more!

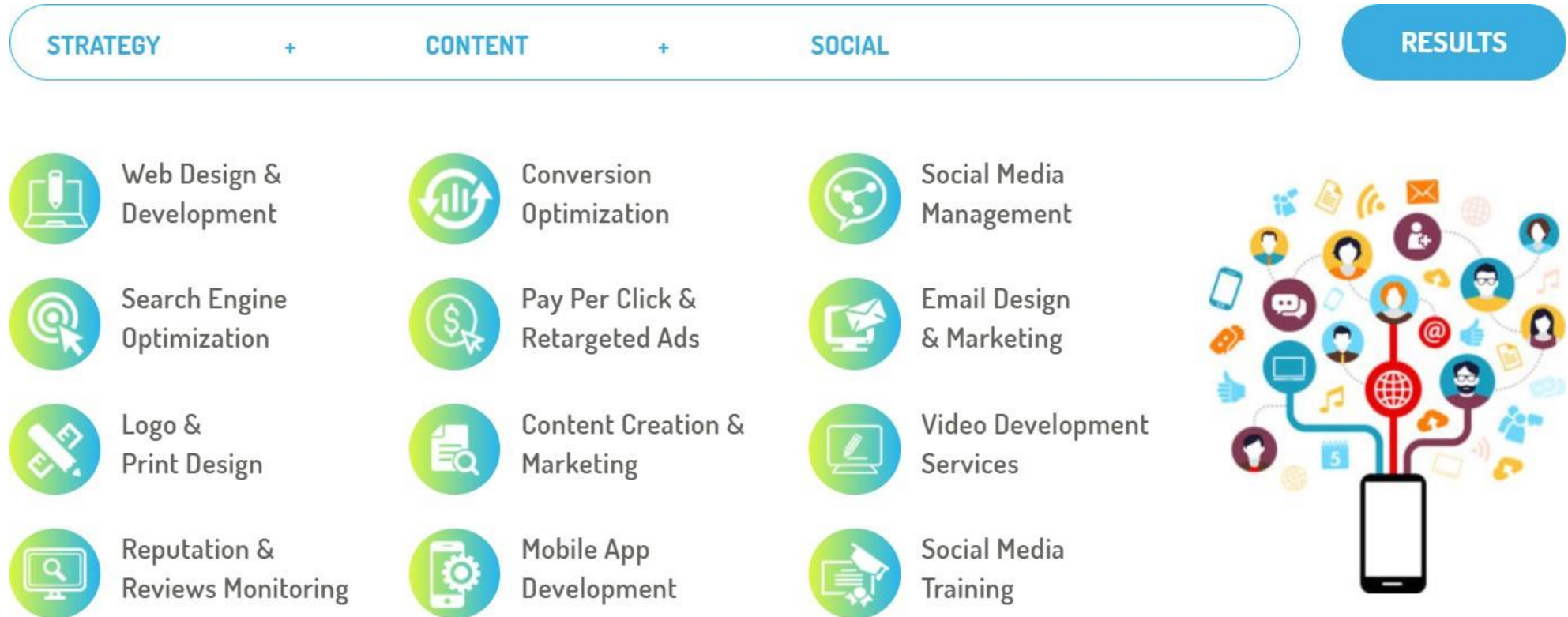
Strategy: We know running a successful business can take a lot of time and money so we want to save you both! Our experts will review your business and help you identify your unique keys to success so you only pay for the services you truly need.

Results: Once implemented you can start seeing immediate results from our efforts and use those profits to reinvest back into your company!

STRATEGY + CONTENT + SOCIAL = RESULTS



OUR SERVICES



OUR PRESS – VIEW ALL PRESS



CREATING A BUZZ

Doing what comes naturally is the key to success for this entrepreneurial marketer.

Michelle Hummel is ubiquitous on social media. Fans can count on seeing her regular posts and blogs, offering advice on web strategy and social media marketing. Hummel and her team of experts at Web Strategy Plus serve local businesses and franchise networks nationwide with a "one stop shop" full-service digital marketing agency. Here, she shares her insights on social media marketing and gives us the story behind her growing business.

Please give a little history about how you started your business.

In 2010 I found myself working a corporate job selling banner advertising for a local television station. Every time I would go on a sales call, customers asked if we offered services for managing Facebook and Twitter. At the time, I wasn't sure what "social media" was about. So I decided to read every book I could find about social media. I created a WordPress website, where I blogged a quote each day called, "365 Ways to Become a Millionaire." I created a Facebook page, posted the blog, and started to grow a following.

Then I went to Mexico for my best friend's wedding and stopped posting. When I returned I had an inbox full of messages asking "where were their daily posts?" It was then I realized the power of social media. I left my job to start a social media marketing agency. Since then, I've evolved Web Strategy Plus to become a full-service agency offering Web Design, SEO, PPC, Mobile App Development while also specializing in Franchise Marketing. Along the way, I developed 22 Social Media Enthusiasts chapters

Nationwide in every major city where I travel and teach the latest techniques in digital marketing. I've since written three books on social media and founded Web Media University where I offer Social Media Training and Certification. I was also lucky enough to be recently nominated for the Woman-Owned Business of the Year!

What does Web Strategy Plus do for franchisees and franchisors?

Our business is to grow your business and we do so in a variety of ways. For franchisees and franchisors, we have two services to help them stay ahead of the game.

Franchisor Lead Development: Bringing new franchise owners into your organization begins with identifying the right prospects. Even though you may know exactly what your ideal owner looks like, connecting with them can be a significant challenge. Using social media, search engine optimization, and advertising strategies, we can help increase the number of targeted leads your operation receives in a cost-effective manner.

Franchisee Local Marketing: In addition to

helping franchisors build a strong national brand, we also provide our marketing services to individual local franchise locations. By analyzing a franchisee's exact market, we help local owners figure out the most effective ways to get in front of the right audiences. We help local companies launch social media campaigns, create websites that target their areas, write blogs that target customers, and build search engine strategies so customers find them first online—before their competitors.

How important is social media for any business today?

Very important. Word of mouth is becoming "word of thumb." Companies that understand the power of social media and start building brand advocates now will outperform their competition.

What do you view as the most influential social media platform?

The most influential platform would really depend on your business needs. We put together custom social media strategies to help you reach your target audience on various social media

platforms. Our process is to dig deep and understand your unique business with our customer profile process. Once we understand who you are trying to reach, we create a custom social media posting and engagement plan to drive the right customers to your business.

How important is it to post consistently?

This is extremely important as the life of a Facebook post is four to six hours and a tweet only an hour. Another concern: If your last post was six months ago, customers might think you are out of business! Social media content is "right place, right time" and so, you have to be active to catch people as they are surfing. We often say, "Make me think, make me laugh, inspire me, teach me something new, and I will remember you when the time comes to buy." Remember your customer might not need your product or service right now, but with consistent social media posts he will remember you and recommend you to friends.

Contact Hummel at michelle@webstrategyplus.com or visit www.webstrategyplus.com



Hummel (2nd from left) hangs out with a few members of her growing team. Web Strategy Plus now has a crew of experts with 15 years experience in franchising. Vice President of Operations, Greg Woryk, (far left) received his CFE (Certified Franchise Executive) certification in 2009.

Leadership,
Optimism and
Options in a
Time of Crisis



January/February 2020 \$5.95
THE FRANCHISE WOMAN
For the female entrepreneur

Sharon Estroff is Fierce
Following her Gut Led Challenge Island's CEO to Success

5 Rockstar Questions Every First-Time Franchisee Should Ask

Choosing the Right Business Model

Searching for the Unicorn of Work-Life Balance

Marketing Tips Legal Tools Bu

JANUARY 2019 \$5.95
FranchiseDictionary
FRANCHISEDICITIONARYMAGAZINE.COM THE ABC'S OF FRANCHISING

DREAM TEAM
Meet the dynamic couple behind Just Let Me Do It! Commercial Services

JUST LET ME DO IT!
Commercial Services

Taking Care of Business
B2B and tech services are taking off. Find out why.

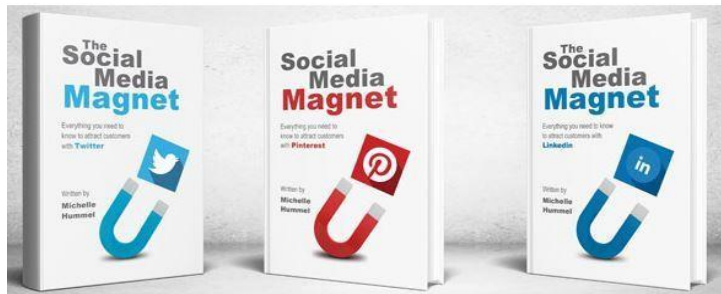
A new franchise brings sweet returns. 34

FRANCHISEE OF THE MONTH
How this standout franchisee helps others. 28

The IFA does more than you think. 54

[CLICK HERE TO READ FULL ARTICLE](#)

OUR CEO & FOUNDER, MICHELLE HUMMEL – LEARN MORE



AWARD WINNING WEB DESIGNS - VIEW ALL

BEFORE



AFTER

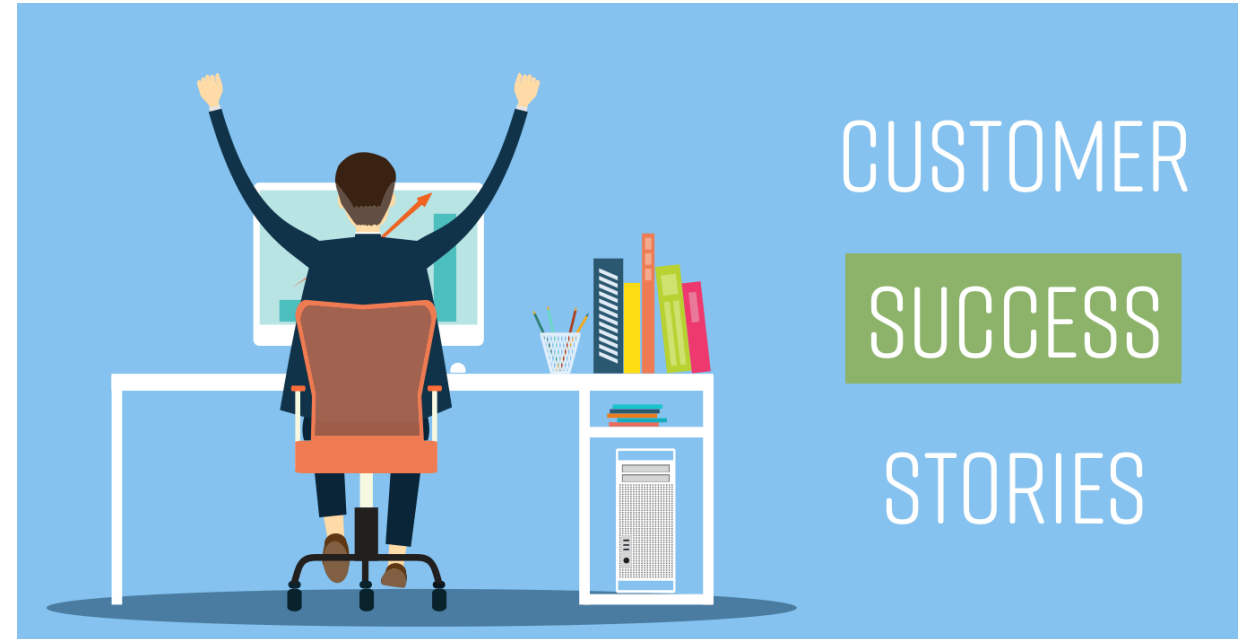


AWARD WINNING SOCIAL MEDIA DESIGNS - VIEW ALL



CLIENT SUCCESS STORIES

- R & D OPTICAL – opened an additional lab location to assist with more new business
- Ohio Small Business Development Centers – needed to do a hiring spree to bring on all the new small business accounts we sent them
- Donohoo Accounting Services – voted best accounting firm on the East Side, hired more staff to handle the increased business and moved into a larger office location
- Mama Flasch Gourmet Salsa – products were being made at home but now they are sold in Jungle Jim's and they've also invested in a packing facility
- Pet Wow – assisted them with marketing for all their locations and helped them pivot to also offer curbside assistance. They are thriving and getting 5 star reviews every week.



OUR TESTIMONIALS – [VIEW ALL TESTIMONIALS](#)

WHAT COMPANIES SAY ABOUT WEB STRATEGY PLUS

“

The Web Strategy Plus team is creative, efficient, and a real pleasure to work with. Their social media efforts are really paying off and we LOVE the website makeover! If you're looking for a powerful partner to give your online presence a big-time boost, Web Strategy Plus is THE only way to go!



Raymond Stamper,
Chief Executive Officer Of Pet Wow

“

I've been working with Web Strategy Plus for almost two years and they are wonderful. I have a very strong presence on social media and have picked up business in other parts of the country largely because of what they have done for us. A special shout out to Courtney who handles our account!

”

”



Ronald Cooke,
President Of R & D Optical Lab



Web Strategy Plus
strategy + content + social = results

OUR CASE STUDIES – VIEW MORE



OUR RESULTS

- New Audience increased +153%
- Site Visits increased +316%
- Sessions increased +316%
- Users increased +344%
- Page Views increased +189%
- Instagram growth rate 73.47%
- Facebook growth rate 475.81%

SOCIAL MEDIA STRATEGY & PLANNING DASHBOARD



EC Template INTERNAL

Web Strategy Plus

Team Visible

Calendar

Butler

Countdown

Google Drive

Hangout

Hangouts Chat Alerts

Read Me

Rung

Slack

Show More

TARGET START DATE

your logo HERE

Company Name

Social Media Rep Assigned - Add Name, Phone and Email

Client Contacts & Emails

Contract

Customer Profile and Social Media Accounts Form

Business Logo File

Business Card

+ Add another card

TASK LIST FOR CLIENT

Tasks to do

First Call Date:

Second Call Date:

Third Call Date:

Items we need - ask client

+ Add another card

SOCIAL MEDIA OPTIMIZATION

Social Media Optimization Plan

Blogs

Website

facebook

linkedin

instagram

pinterest

+ Add another card

REPORTS

Add Reports Here

Schedule On-going Monthly Calls to review Reports

QUARTERLY REPORTS

Quarterly Reports - Add each quarterly report here as an attachment

Google Analytics

Google Analytics Glossary

+ Add another card

CUSTOMER BRANDING DOCS

Marketing Materials

Videos

Images

Brochures

Flyers

Style Guide

Logo

Dropbox

+ Add another card

SOCIAL MEDIA LEADS

Social Media Lead Generation

Screen shot and add social media leads here

+ Add another card

MARKETING PLAN

Demographics

Task List

Competitive Research

Marketing Analysis

Target Markets

Engagement Plan

Social Media Monthly Numbers

+ Add another card

ENGAGEMENT PLAN - CLIENT NAME

your logo HERE

Add Client Name, Attach Customer Profile

twitter

Twitter Plan

linkedin

LinkedIn Plan

facebook

Facebook Plan

pinterest

Pinterest Plan

instagram

Instagram Plan

+ Add another card

Thank you!



Web Strategy Plus
strategy + content + social = results

Questions? Contact Michelle Hummel
Founder and CEO

877-224-0478

[CLICK HERE TO BOOK A CALL](#)

webstrategyplus.com

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