



PARTNERING WITH WEB HOSTS TO MAXIMIZE THE SMB OPPORTUNITY



One content source, one technology platform

Sites are built with site-builders, it's true, but businesses are built through partnerships that bring true value to the table.

Our experience in building strategies for acquiring and serving mass SMB customer bases has shown us that SMBs are in the market for a new breed of web hosting service providers that can both meet their immediate and varying online needs - and continue to do so as businesses grow and new service requirements emerge.

Working with WebsPlanet will enable you to devise a solid strategy for mass customer acquisition, BUT we'll also partner with you to enable you to roll out an offering that:

- ☐+ Increases *customer loyalty* by making it easy for you to deliver consistent value
- + Supports your long-term strategy by facilitating *seamless upgrade* and *upsell features*
- + Boost recurring and *new revenue streams* through smooth integration of 3rd-party VAS

For more information on how WebsPlanet and Web Hosts & Domain Registrars are working *together* to build their businesses, email us at: bizdev@websplanet.com.

8 Insights about SMB Online Presence in the Hosting Industry

○ ***Not all SMBs are created equal.***

The SMB market is characteristically segmented, with customers ranging from mom & pop operations to mid-scale organizations that can reach 500 employees or more in some parts of the world. From simple websites to full-blown e-commerce shopping portals and social media presence - all with full multi-screen, multi-device compatibility and designed specifically for SMB's - our platform has got you covered.

○ ***DIY should not be a dead-end.***

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○ ***Mobile. Because We Are Dedicated To Responsive.***

Our platform powers a Mobile site-builder solution that makes it simple for the end user to switch between Website (desktop) site design and Mobile site design without changing application or interface, to create a Responsive site that will look good and function well on any device and screen. However - our Mobile site-builder solution goes one step further to also meet the needs of SMBs that are ready to create a Mobile site that displays Mobile-dedicated content, images, logo and more.

○ ***DIFM Says You Mean Business.***

Web Hosting Service Providers are offering professional, controlled-budget Online Presence creation and management services. WebsPlanet partners can introduce DIFM services powered through our platform quickly and effortlessly. This greatly reduces the "dead-end" effect that DIY may have on SMBs, increases ARPU and encourages loyalty based on value. Our turnkey offering includes all aspects and elements of rolling out the tailored SMB offering, including the engagement of our fulfillment team Professional Services.

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⦿ *Automatic Site Creation (ASC) gets you an 'A' in Acquisition.*

Outdo the competition by rolling out proactive campaigns to entire market segments with minimum complexity and cost. Our ASC solution enables you to rapidly and automatically generate Websites, Mobile sites, and Social Media sites, using your existing data. Send your customers and prospects a link to “claim” their sites in fully automated and controlled manner. Leverage electronic channels to promote and sell your offerings.

⦿ *Long Term Requires an Enabling Business model*

We are a white-label technology developer and a long term partner to grow your business with. We do not go direct-to-consumer and we do not compete with our customers. Our business model is designed to facilitate a partnership in which everybody wins.

⦿ *VAS Make All the Difference*

Although Online Presence is an asset in itself, SMBs need a range of additional services like SEO, campaign tools and local services to help them succeed online and grow. We also know that SMBs are usually short on resources and less knowledgeable when it comes to technology. Partnering with WebsPlanet to offer your SMBs a single point of contact for “all things Internet” not only provides incredible value, but also reduces operational complexity and costs.

⦿ *Partner with the know-how that shapes our technology.*

We have always worked with markets that serve SMBs and have developed best-practices and insights that have helped shape our offering, our business model and our technology. We’ve designed our technology to be extremely robust, fit flexible deployment models (on-premise, on cloud or SAAS), easily adapt to customizable solutions and features and above all – to continuously grow. Our turnkey offering is anchored in our technology with professional services that will bring our expertise to your organization to make things simpler.