

it'seeze vs other marketing methods

	it'seeze website	Other website providers	Online directories	Google Pay-per-click	Mass Emails	Leaflets	Printed directories local press	Radio
Standard (approximate) cost:	£25 - £50 pm Depending on Package	Varies considerably	£150-£1500 pm premium listing	£200-£5000 pm depending on keywords	£0-£350 per shot	£20-£60 for 250-1000	£40 each publication	£20-£2000 for 30 second ad depending on time slot
Additional approximate costs	£250-£500 set up fee Depending on Package	Varies considerably			£200-£400 database of 500-1000 records	£100-£200 per 500 leaflets to be delivered	£20-£50 for ad to be designed	£250-£1000 to create advert
Precision (targeted) marketing i.e seen only by those actually interested in your business = higher	Y	Y	Y but also used as a database for spamming	Y	N	N	N	N
Easily measure effectiveness (ROI)	Y	Y	Y – but only limited factors	Y	Y – but only limited factors	N	N	N
Target a global audience Not limited by factors such as geographic location or data available	Y	Y	Y	N	N	N	N	N
Influence organic ranking on search engines Improve ranking on the likes of Google and Bing at no extra cost	Y Using powerful in-built SEO tools	Depends on tools available	Only if industry is not competitive	N	N	N	N	N
Accessible 24/7 on any device Cannot be deleted, misplaced or thrown away so likely to be seen on multiple occasions.	Y	Y – but may not be mobile-friendly	Y	Y – but more limited on a mobile (right hand ads do not appear)	N	N	N	Y
Easy to quickly update To reflect latest prices, services and contact details and promptly react to marketplace (i.e competitors)	Y	Depends on provider	Y	Y	Y	N	N	N
Easy for people to make contact Less effort involved = higher chance of winning sales	1 click	Y	1 click	2 Or more clicks	2 or more clicks	Manual input	Manual input	Manual recording and input
Communicate a lot of information instantly In an engaging format	Y	Depends on quality of design	N	N	N	N	N	N

Yes ■ No ■ Yes but with limitations ■