

L A R S H I L S E

WEB STRATEGIST | SPEAKER | SOCIAL MEDIA EXPERT | ENTREPRENEUR

COLLECTION OF THOUGHTS & CASE STUDIES

Using the internet effectively for business development and personal reputation

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Introduction

When I look at a corporate web appearance my initial thought is: "how can we re-concept this thing to make money" because at the end of the day it is **the return of investment of a marketing tool that counts.**

A website is no more than another marketing tool; most of the times a pretty expensive one. This increases the necessity for it to generate income, but at least qualified leads to make it worthwhile.

While the usual ROI are usually slightly above investment, I conceive it to be my mission to make this post-orgasmic grin appear on the faces of the clients I consult when I unveil the predicted return of investment they will be experiencing after implementing the measures we have worked out together.

This file contains a small excerpt of detailed examples in form of case studies I have guided and thoughts on ways you can increase the chances of success of your online presentation.

Please note that some of the projects are under NDA and I thus can't release more information than I have. Other reasons for limited information maybe that the measures we have chosen are too specific and would endanger the success of the whole project. Yet others are that the contractors were afraid to be "weak" and thus asked me not to publish the way I have helped.

If you have any questions please do not hesitate to call or contact me otherwise.



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The first investment company worldwide goes Web 2.0

Designing a portal to convey the necessity of investing to our youth which conceives it to be something unnecessary

Summary

Investment is necessary to secure the future – or to preserve one's assets. Especially the young generation needs to focus increasingly on this topic in order to preserve their lives standards in the retirement age.

Drawing the attention of the demographical group of 30+ to an informative website is no challenge. Attracting young people (18-25) is. Roland Manarin hired Hilse to create an interactive portal to achieve just this but without

neglecting the existing customers of other demographical segments.

Hilse created the first part of the portal in form of Manarin's book *Manarin On Money*, which was the initiator of the companies campaign to go national with their product Lifetime Achievement Fund (LFTAX). The website's core element is the blog which is maintained and regularly updated by the founder and CEO Roland Manarin and which re-attracts

100s of new visitors upon new posts being published.

The creation of parts of the portal are underway and will include other, modern technologies such as podcasts, an interactive learning center, etc., to make the company appear exceptionally young and make the information of the site accessible in multiple ways. Without of course neglecting the expectations of the existing customers.

Return Of Investment (ROI) to the customer

Programming/Design/etc.	-12.000 USD	(approx)
Onsite Consulting/Training (Social Media)	-30.000 USD	(approx)
Total costs for production	-42.000 USD	(approx)
Predicted income book sales	+120.000 USD	(approx p. a.)
New business through increase of national exposure etc.	+3.000.000 USD	(approx p. a.)
Total income as a result to the project	+3.120.000 USD	(approx)

Expected ROI: 7328.57% for one, and 21985,71% for three years

Web 2.0 in the financial industry?

Yes, a daring try but the success of course also relies on the type of company you're working with. Manarin turned out to be open for using these tools to increase business through the internet and was rewarded as everyone can see

from the ROI pointed out the calculation displayed earlier in this paper.

The instruments which were and will be implemented on the site will be classically associated to the web 2.0 era, giving users multiple

opportunities to interact. The only negative thing about the whole campaign is that interactivity is still widely conceived as non-legit in the financial sector which left Hilse with limited possibilities while implementing the tools.

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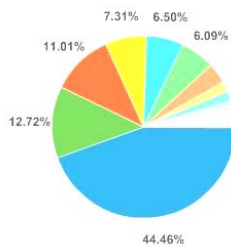
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The User Interface

There are two things in life that just don't match: Financial issues and fun. So finding the right user interface concept for the new Manarin strategy was the hardest part.

We came up with a design that is modern yet generally appealing and at the same time does not involve too many catchy colors or other distracting effects which may draw the visitor's attention away from the content. The menu displayed throughout the pages is simple, comprehensive, and well categorized.

Simplicity is what we decided upon. On the Manarin On Money site the gradient moving in opposite directions symbolizes the constant movement of the world's markets; the continuous, horizontal line the stability which Manarin's investment strategy grants its clients with the Lifetime Achievement Fund.



Roland Manarin's presence on the several illustrations throughout the website strengthens personality of the brand. The selected images display not only the black-suit-investor but also a casual and conventional person from the neighborhood.

Along with the "Bull And Bear Logo" which, throughout the sites, displays the Manarin corporate identity and through which we were also able to maintain the corporate touch.



Another important aspect we had to pay a lot of attention to were the different demographics visiting the site.

This because of the fact that **an "elderly" demographic will tend to run a lower screen resolution** than younger people will.

As you can see on the pie chart on the top, a majority of the website's visitors (44.46%) used a screen resolution of 1024x768 pixels. If we would have submitted to the trend of targeting the younger audience and designed the page width to fit anything above 1024 pixels it would have lead to the fact that the majority of our visitors would have had to scroll horizontally.

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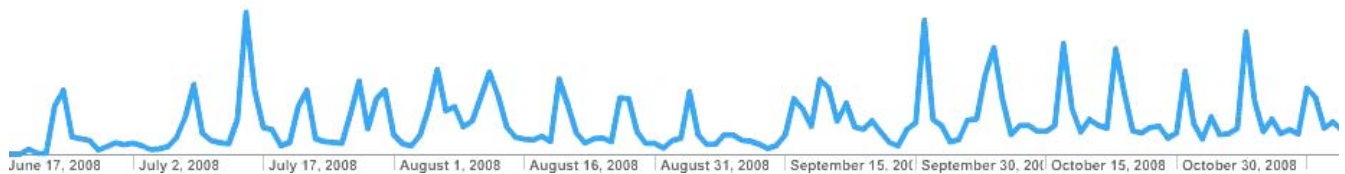
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Generating regularly returning visitors to the websites



There are several ways of generating a regularly returning stream of visitors to a website. Yet it gets unequally harder to get people to do so for a service provider because once the content has been digested there is hardly a reason to go back.

Manarin had always sent out a newsletter via email to a database of around 800 customers and

other followers, addressing current issues of the financial markets and world politics.

Making this form of communication available to the younger generation also made take the step of publishing the articles on a blog. This would allow people to both utilize RSS (being informed immediately about updates) and keeping the conventional method

of weekly email blasts to the current customer base.

The massive fluctuations in the chart above can be lead back that the majority of the visitors to the portal currently belong to an older demographic. This again leads to the fact that they prefer to be informed about updates to the blog via email rather than subscribing through means like RSS.

Gaining exposure through social media

Increasing business initially is the hardest part of a campaign. Yet we were able to increase the visibility significantly by signing Roland up on LinkedIn.

After signup we cross referenced the Manarin On Money newsletter subscribers against the LI-database and found over 100 (10%) of the newsletter

subscribers were on LinkedIn. We invited the people we found to our network and ended up with 100% of the people accepting our request, giving us indirect access to over 14,5 million people.

Again, we are working on a project in the financial industry which disallows us to set up profiles on portals like Facebook, XING,

Ecademy, etc. just because they are not as legit.

LinkedIn is legit because Roland Manarin was in good company amongst high ranking officials of the financial industry and other corporate giants.



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A fresh appeal for a Government Agency

The challenge was not to make it only look good – but also for it to be usable for a demographical range from 18-88



Summary

There are a lot of challenges out there for web creators. But when it comes to creating a single portal for a wide array of demographics, we're not talking about a challenge anymore, but about something way bigger.

Upon a German, partially governmental agency wanting to recreate their web appearance Hilse was consulted to create a portal which was not only appealing to people of all ages, but also to make it generally accessible.

The result which can be seen above shows an exceptionally clean landing page with a very comprehensive menu. But there was more to come.

Return Of Investment (ROI) to the customer

Programming/Design/etc.	-11.000 USD	(approx)
Onsite Consulting/Training (Social Media)	-5.000 USD	(approx)
Total costs for production	-16.000 USD	(approx)
Estimated savings from workflow (no more costs for personnel)	+27.500 USD	(approx p. a.)
Total income as a result to the project	+27.500 USD	(approx)

Expected ROI: 71.875%

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Respecting the demographics

The customer base of the organization actually ranged from 18 to 82 years of age. Hilse was impressed by the fact that even an 82 year old man preferred the web to submit his water reader markings over regular mail.

And although this was an exception the whole project had to be especially created for a wide variety of visitors of all ages, respecting gender issues also. Yes, women do conceive websites differently than men.

The result was the concept of "menu simplicity" and cutting down content to a sleek level, making it comprehensive to every visitor regardless of their age and gender.

Introducing: "menu simplicity"

Before Hilse got contracted to the project the web appearance had a lot of familiarity with the work of a 9th grader in HTML class.

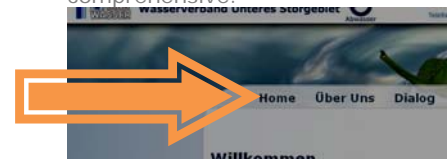
Not only was the design anything than appealing but the menu was incomprehensive and definitely far from simple. Among one of the main issues was the fact that it took too many clicks to reach the destination page.

One of the first steps initiated was

sitting down with the staff evaluating data on the demographic spread of the customer base. The result was inconclusive because the ascertained information stated that there was no distinct percentage into a direction that the new web appearance could focus on.

The logical consequence was to concept the whole project into a very general direction and utilizing

"menu simplicity". This states that every destination page is only 2 clicks away, while the top level menu is exceptionally comprehensive.



Partially automating workflow

Once a year, the whole workforce was swamped by incoming letters, phone calls, and emails. The occasion was the annual submission of the attached household's water reader stands.

The solution Hilse implemented was accepting the customer's water reader's markings through the website and monetizing the data to an extent that it could

directly be imported into the agency's system.

This way the workforce was drastically relieved at this time of the year and able to continue with the everyday tasks of customer service.

Other things that are now able to be done by the customer (free of business hours and location) are things like changing address, bank

account information, etc.

Further, we used Google Analytics to determine the number of actual conversions being made to the workflow aspects implemented and the "bounce rate", which determines the amount of users who move away from the form without completing the submission.

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Bringing workflow to a global financial business

From website visitors to qualified leads to income

Summary

Especially the financial sector relies on a sufficient amount of information to retain leads and to constantly be in contact with existing customers.

One of Hilse's former clients provided the platform to generate leads off the website, and

subsequently importing them into the workflow of the company.

The conversion rate of leads were thus a lot higher because all information was stored inside the system and allowed constant contact with customers and a good and rich database with all past contact efforts for leads.

The invigorating website Hilse's *Deutsche Webdesign* created for the company based in Israel did the initial step in generating the interest of the leads which then signed up for a prequalification check for business loans around the globe.

Return Of Investment (ROI) to the customer

Programming/Design/CRM-implementation/etc.	-90.000 USD	(approx)
Onsite Consulting/Training (Social Media)	-17.000 USD	(approx)
Total costs for production	-107.000 USD	(approx)
Income out of qualified leads out of the website	+4.230.000 USD	(approx p. a.)
Total income as a result to the project	+4.230.000 USD	(approx)

Expected ROI: 3853.27%

Capturing qualified leads directly off of a website

When the website you visit is good enough and convincing there is a chance you will want more information. The email that the recipient gets is often scarce and hardly includes the information they need to provide you with the desired quote/information. This again will convey incompetence to the website visitor even if the

requested documents are returned in a timely manner.

Hilse sat down together with his client determining the information they would need to create the required quote.

The taskforce the client had assigned to work with Hilse worked with during this assignment insisted on too much

which lead to wild discussions. In the end they were able to strip down the required input from the customer side to 20 questions, not requiring too much input.

So the amount of work the customer had to invest to get a quote consisted of no more than these questions thus drastically increasing the number of RFQs.



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Getting rid of lost leads through customer relationship management

Now that we have ascertained the information about the customer we need to make sure that we do not drop the lead.

This happened pretty often inside the organization until we introduced a customized solution. The solution did not only import and store the mission critical information for the proposal to the system but also kept track of

follow ups, email (and other) correspondence with the customer. These types of systems are generally referred to as CRMs or customer relationship management systems.

Due to the fact that all data about the customer (including scanned documents etc.) is stored in one central place there was no more reason for delay because of staff

on leave or other occurrences.

The incoming leads were assigned via the "round robin" principle to a staff member who then processed it.

The implementation required a lot of work. Also to determine all the details required for the customer and deploying the policies associated to correspondence. Yet the results were staggering.

Taking the "bottom line" of the website content to the top and enriching it further

...basically refers to responsive disclosure.

Long texts can be intimidating to the viewer because of the amount of text they want to read to perceive the point.

Yet if the bottom line, consisting of

no more than six to seven lines of reasonable length is taken as an introduction with a button reading "read more" we can eradicate this fear.

To deescalate the situation even further we can loosen up the text

by including a diagram or appealing and related image to also make it accessible to the people who digest information through imagery, rather than text.

Respecting cultural differences in context to willingness of data submission

In Germany the financial secrecy to one's personal financial background is almost holy while in the USA it is almost normal to submit records to obtain credit lines, etc.

Since the client operated internationally, we had to respect

the ways we presented the form for data submission without of course losing sight of the information we needed to make qualified proposals.

This issue was solved by resolving the IP addresses of the visitor and displaying the form accordingly.

To complete the required information we implemented a policy in the workflow that visitors from more reserved regions of the world would be called up and asked for the needed information. This led to an increase in trust and proved to be successful.

Widening the outlet of the "lead generation funnel"

Lead generation off of a website is hard. For one the button which will lead to the specific form will have to be readily available on almost every contact page. And while it has to be constantly visible it can't be too prominent to get rid of the impression that the website was

pushing the customer to finally make the so long awaited inquiry.

So instead of using a large button Hilse posted subtle links into the content of the website which led to a drastic increase of form submission in comparison to the last attempt of a web

presentation, created by a web design firm.

And since the information that was asked for on the form, the customers were willing to submit more information about themselves which also led to an increase in generated business.

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Creating the perfect human resources portal

Finally the one-stop-shop for recruiters – CV, background, qualifications AND psychometrics all out of one hand

Summary

The APAC region is full of qualified personnel. But how are the right people brought together with new, (potential) employers? Most of all: How is it evaluated that the candidate is the right one for the position and which evaluation processes have gone into checking the person? Most portals will have to answer this question in an unsatisfactory

manner because they will have the applicants submit their CV as they have countless times before to several other portals. To avoid this nerve-wrecking procedure Hilse was hired to not only monetize qualifications but also enriched the concept by implementing the possibility of online psychometric testing to get a hold of the applicant's general

tendencies and reaction towards – for instance – stress. The SRS document which was created is exceptionally powerful and will lead to a portal which has – in these dimensions – not been introduced to the worldwide recruitment scene.

Return Of Investment (ROI) to the customer

Development of the documentation and consulting services including travel, etc.	-130.000 USD	(approx)
Expected costs for initial development, licensing, marketing, etc.	-6.000.000 USD	
Total costs	-6.130.000 USD	(approx)
Predicted income of targeted advertisement	+120.000 USD	(approx p. a.)
Predicted value of the portal	+250.000.000 USD	(approx)
Total income as a result to the project	+250.120.000 USD	(approx)
Expected ROI: 3980.26%		

What is “psychometrics” and why does a job site require it?

Psychometrics is a field of study. Amongst others it includes the measurement of knowledge, abilities, etc. This enables the assessment of a variety of fields of a potential employee or candidate. And why does a job site require

psychometrics? When a web portal is started you are either a leader of follower. Since there are a variety of job portals on the web it was mandatory to create something with a key differentiator which would be light-years ahead

of the market standard. This differentiator turned out to be the implementation of psychometric testing into the portal, making it a one-stop-shop for recruiters to find candidates.

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Advertising finally successful through using the intelligence of the portal

Through the details, background and interest which were collected about the job-seekers selling expensive advertisement space is made easier than it ever was. The reason is the depth of the information and the variety of knowledge that is held. This will

allow the platform to deploy advertisements targeted towards the information of the viewer, thus making "banner blindness" a thing of the past and significantly increase the click-rate on advertisements.

Facebook and other portals have

tried themselves in similar endeavors but failed because the data they used to display the advertisements was not detailed enough. They most likely did not dig into the database deep enough to trigger the right senses of their viewers.

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Yes, locally operating businesses can benefit from search engine work too

Summary

Bernhard Flinks is one of the world's most recognized dog trainers for Schutzhund Sport, traveling the globe and educating people on the topics of dog training. Amongst his customers are several government agencies, police force officials, and other government organizations.

In 2006, Bernhard hired Hilse to create his website, focusing on a bi-lingual online presentation. Although Flinks' primary income is out of his appearances around the globe, on his residence in the North of Germany he has a very successful dog kennel. Due to the fact that Flinks' name is

famous enough, Hilse paid a lot of attention to the search engine work which resulted in Flinks' kennel page appearing as the first search result on Google (Germany and international) upon several, relevant terms being entered. Which again lead to a major increase in booking.

Return Of Investment (ROI) to the customer

Programming/Design/etc.	-8.000 USD	(approx)
Onsite Consulting/Training (Social Media)	-2.000 USD	(approx)
Total investment from the customers side	-10.000 USD	(approx)
Gain of booking for the kennel	+25.000 USD	(approx p. a.)
Increase in international booking for Flinks' seminars through exposure	+30.000 USD	(approx p. a.)
Total return of the project	+55.000 USD	(approx)

Expected ROI: 450%

Domestic: increase success of the dog-kennel through search engine work

About four weeks after the site went live there was a significant increase in reservations for the kennel. The reason for that was the fact that we had achieved to place Flinks' link on the site of one of the world's biggest Open Air festivals which is about 30 minutes drive down the Autobahn.

Along with the other search engine work done by Hilse, this measure lead to Flinks' kennel appearing as the number one search result in the whole region on Google and associated search engines. The kennel is now totally overbooked throughout most of the year.

The keywords being Hundepension (dog kennel) and Tierpension (animal kennel) with Dithmarschen being the county and Albersdorf being the town Flinks' kennel is in.



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L A R S H I L S E

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Foreign: more bookings for Flinks' seminars

Due to his fame and unique approach in dog work Flinks' visibility is international. And since the community of these professionals is rather close and their usual method of

recommendation is word of mouth we have decided to only increase visibility by performing some search engine magic.

New visitors to the site could then read more about Flinks and where

he would be next (through the site "future appearances) and then inquire post seminar attendees (through the "post seminars" page) on how Flinks can help in dog training.

The future of Flinks' website

In early 2009 Flinks will be introducing the first of his DVD collection. To support this campaign we will be revamping the website and equipping it with a

blog which will lead to more visibility and better search engine indexing.

Other consequences of these measures will be more interaction

with Flinks from interested dog owners and interactivity on the site because of the new features we will be adding.

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Creating the perfect marketplace for retailers and wholesalers to internationalize

There are many factors on business development. But if you have the cheapest prices available at your finger tip you've got a pretty good chance to market leadership

Summary

There are few things businesses can do to diversify risks of local market behavior as we have seen them in the second half of 2008. One of the most logical ones is to expand into international markets because the likeliness of the global markets being equally affected by

instability is far less likely. Another important aspect of course is the procurement of goods from the retailers side which can, when done on a global scale, magnificently increase their margins if the find the right wholesalers on the globe.

Hilse was called to evaluate whether a portal could close the gap set by geographical distances between wholesalers and retailers, found it feasible and went MUCH FURTHER than that.

Return Of Investment (ROI) to the customer

Consulting (Onsite for 5 weeks)	-187.000 USD	(approx)
Costs for programming and development of the new modules	-250.000 USD	(approx)
Total investment from the customers side	-437.000 USD	(approx)
Expected increase in value to the portal (several factors)	+90.000.000 USD	(approx p. a.)
Expected increase in income through the measures implemented	+20.000.000 USD	
Total return of the project	+110.000.000 USD	(approx)
Expected ROI: 25071%		

Drastically increasing income by closing the circle and introducing the end-customer to the concept

The first concept of the project included wholesalers and retailers to take advantage of the benefits pointed out earlier. Hilse closed the circle, making sales possible through the platform to the end customer. This increased the

income and value of the project in several ways. **ONE:** the portal was now able to charge both the wholesalers and retailers because retailers can sell off a platform that was uniquely customizable to their demands. **TWO:** gathering

intelligence about the behavior of the end-customer on the portal and making this ascertained data available to the retailers through a customer relationship management system.

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Enabling sales off third party platforms to the retailers to increase visibility

The secret to business success is gaining visibility. Achieving this for the retail business requires to post the articles to several platforms like Ebay, Froogle, etc. These platforms already utilize data

monetization so Hilse took advantage of the existing systems and suggested their implementation so the retailer's products could be partially imported to these platforms with

the click of a button.

This will lead to the exposure on a variety of platforms and drastically increase the chance of success for the concept of the retailer.

Getting rid of the "out of stock" problem

A problem known to a lot of retailers is when the stock gets close to being exhausted. This requires quick reaction. The fault in these cases can be either lead back to the wholesaler being unreliable in delivering or that the retailer was not paying attention or made an error in their

calculation.

In any cases **this can cost customers** because the expectations of today's customers is that everything is readily available.

The system-design Hilse suggested also included an automatic notification system through several

channels which would make the retailer aware of his stock at any time. Also, it included a constant update about wholesalers who sold similar products so that the retailer again could re-evaluate partnerships at any time.

Avoiding direct contact between wholesaler and end-customer

One of the primary focuses of today's customers from the internet will lie in making the best deals possible. And although we are experiencing a doctrinal shift introduced by the new and

"everyday customer" coming to the internet to shop, Hilse found it to be exceptionally important to avoid any means of correspondence between the end-customer and wholesaler to give

retailers the chance to do sane business on the portal without the fear of the customer going over them.

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Cooking with international influences now made easy

Creating a social media portal for people to share recipes from around the globe – ever had “wiener schnitzel” influenced with some Asian background?

Summary

Internationalization has always been a hard issue for startup social networks. Especially when it comes to translating user submitted content. There are no tools out there to sufficiently take

care of these issues. And the tools like Google translation, Babelfish, etc. that claim they can are doing an unsatisfactory job.

The key to success lies in the tools which are too far away at this time

because of the missing computing power, and of course the submitted content.

Hilse was hired to input ideas into this project and the recipe in this one was simple.

Return Of Investment (ROI) to the customer

Consulting (6 weeks onsite)	-235.000 USD	(approx)
Development (programming, data monetization, etc.)	-600.000 USD	(approx)
Total investment from the customers side	-835.000 USD	(approx)
Increase of value due to international exposure and availability	+12.000.000 USD	(approx p. a.)
Income of revenue from advertising channels	+600.000 USD	(approx p. a.)
Total return of the project	+12.600.000 USD	(approx)
Expected ROI: 1408%		

Monetizing data to initialize internationalization

Regardless which language you are confronted with. A pot, a pan, a teaspoon will have translations.

And while it may turn out to be hard to find some exotic ingredients on some places of the

globe a milliliter, an ounce, a gallon will be the same quantity anywhere in the world.

How do we get the site frequently visited?

In the western hemisphere cooking something exotic is conceived a luxury while on other places of the earth it is just mandatory for survival. Yet the wish of the people to treat special people to a special meal is the same globally. A special meal is

widely conceived as something either very tasty or expensive or something exotic which people don't eat every day. This calls for unique recipes in either context which is the reason why recipe sites are so successful in their respected country. Monetizing the

collected intellectual property to yet grow the amount of included articles from a yet wider variety of regions of the world was the challenge Hilse successfully completed.

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Creating an international advertisement channel

Financing portals is always a challenge. But once the access towards international visitors is made chances are exorbitantly rise to get international deals. Today's technology allows two channels to go for. Number one being obviously the international one for the big players and number two being the local channel, which grants access to more advertisers

at lower rates. The way the local advertisements are placed is by determining the visitor's IP address, matching it against an IP table and determining their geographical location.

The local advertisers will be grateful for being able to place advertisements because on most portals they are not given the chance to. Or if they are given the

chance, they will have to go for the international space. This is of course not beneficial at all because they will have to compete against the rates the international players are willing to pay for the space, or it is not targeted at all, giving service providers no chance to limit their exposure.

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Six languages to convey one message: peace of mind

Finding the right words to convey something in several languages is simple. But do the pictures say the distinct message one wants to express?

Summary

Going international with a retailing business is fairly simple. You have the product photo which is conceived the same across the planet. You have your product description which can be

translated into the required language and that was pretty much all that you need. But how do you establish trust for a service such as security services, transport and logistics of

valuables, and this on an international basis? This was the mission Hilse was confronted with in 2005.

Return Of Investment (ROI) to the customer

Consulting (3 days onsite)	-12.000 USD	(approx)
Programming of the site (incl. the SEO work)	-17.000 USD	(approx)
Total investment from the customers side	-29.000 USD	(approx)
Income from closed leads off the website	+250.000 USD	(approx p. a.)
Total return of the project	+250.000 USD	(approx)

Expected ROI : 762%

Finding the right images which express the same thing in all of Europe

Cultural differences are around everywhere. But nowhere do they lie as close together as in Europe. The European Union consists of several countries, some of which are only as big as a major city elsewhere on the globe. The problem is that a variety has their

own language, but each one has their own culture. And some may very well have several of them. The images decided upon were very international, most of them having been taken outside of Europe so that there would be no complaint about the heritage of

them. And since every section of the web appearance was to have its own image for the people to find their way around the sites, we ended up with about 20 images which all had to be perfectly shot.

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Finding the translators for the specific wordings

This was true challenge which Hilse mastered through his global contacts. The problem is not finding the right service providers. But finding the people who are

good writers in their mother tongue is.

Hilse turned to his network to find these talented and gifted people who were not only able to

translate but to rewrite the wordings to be emotional, comprehensive, and most of all convincing.

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Non-web-retailer uses social media to increase margins on products

Local shops can only be convinced by facts. Hilse's estimated return of investment was more than that.

Summary

One has a pretty good chance that locally operating businesses, especially in Europe, will turn one down upon trying to introduce the internet for business development. Hilse was called to help a retailer, questioning the domestic

wholesale prices for fashion necessities, find ways to increase margins to make their local shop more successful. Tapping into social media quickly revealed reliable resources to buy goods from the USA. The

difference in the prices offered were staggering and lead to an average margin increase of over 100% in comparison to the local distribution prices for the end customer.

Return Of Investment (ROI) to the customer

Consulting work (research and documentation included)	-25.000 USD	(approx)
Total investment from the customers side	-25.000 USD	(approx)
Gain of booking for the kennel	+124.000 USD	(approx p. a.)
Total return of the project	+124.000 USD	(approx)
Expected ROI : 396%		

Finding methods of doing business which are secure for both parties

When it comes to doing international business a lot of people will be reserved because of all the things that could go wrong.

And they are right – there are a lot “business partners” out there who will take advantage of the geographical distances and try to

screw other people. Figuring out ways to avoid this was another of Hilse's objectives when working on the contract.

Determining tax and custom rates for international import

Although European tax laws are a challenge by themselves, international trade can really drive one insane. Beside the fact that there are differences involved from where the goods are ascertained a lot of attention has to be paid to

the specific tax rates on certain products. While a pair of pants may be taxed lower because they are categorized as something more necessary a purse may be charged way higher because it would fall

into luxury goods. Safe to say that a fair amount of work went into obtaining specific documents from several sources Hilse maintains to make this feasibility study worthwhile.