

WELCOME TO OUR

WEBINAR ONLINE



CREATING SPONSORSHIP OPPORTUNITIES



WEBINAR PRESENTATION



OUR SPEAKERS



JAMES CHUBB
CEO & Founder



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Marketing Specialist

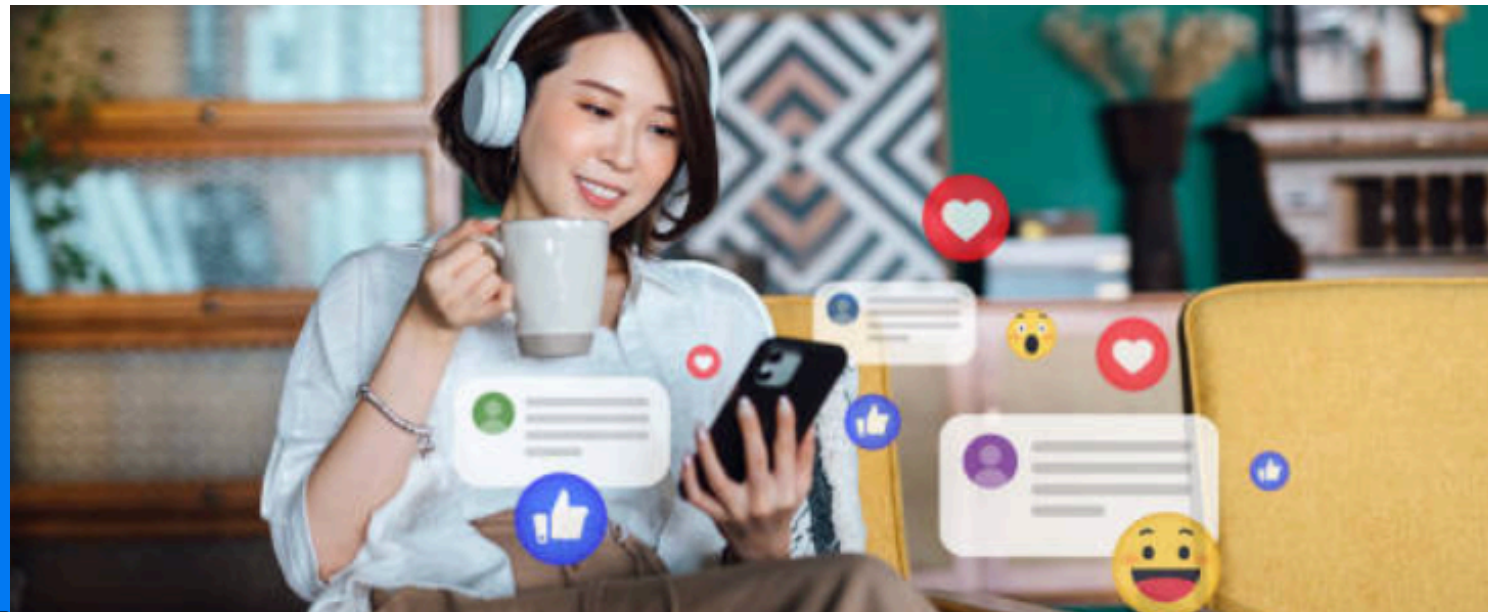


LARISSA DEVIGILLI
Marketing Manager

Webinar Schedule



COMING SOON



19
Feb

Driving Traffic to Your Website and
Creating Engagement




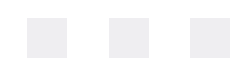
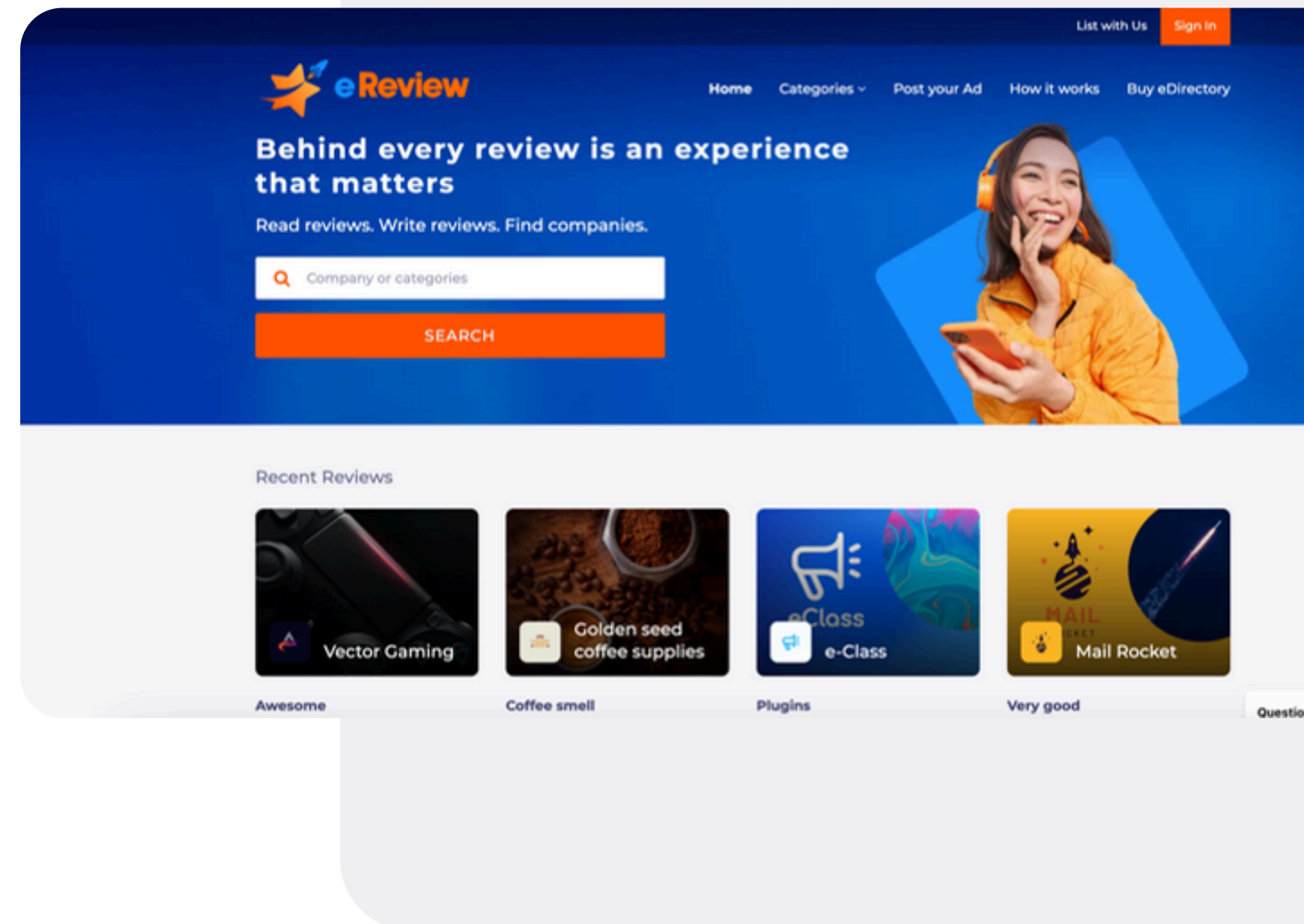
05
Mar

Optimizing Your Directory with eDirectory's
SEO Tools

RECAP WHAT OUR PRODUCT DOES:

- ✓ Fits sites for any industry or purpose
- ✓ Highly customizable
- ✓ Create Native iPhone, Android apps
- ✓ SEO Optimized and Source code available

Visit eDirectory.com to Schedule a Private Demo! 



Creating sponsorship opportunities





DESIGNING CUSTOM PACKAGES

& CREATING OPPORTUNITIES

- Bundle eDirectory features (listings, classifieds, banners) into attractive packages;
- Creating tiered plans (basic, premium, diamond).

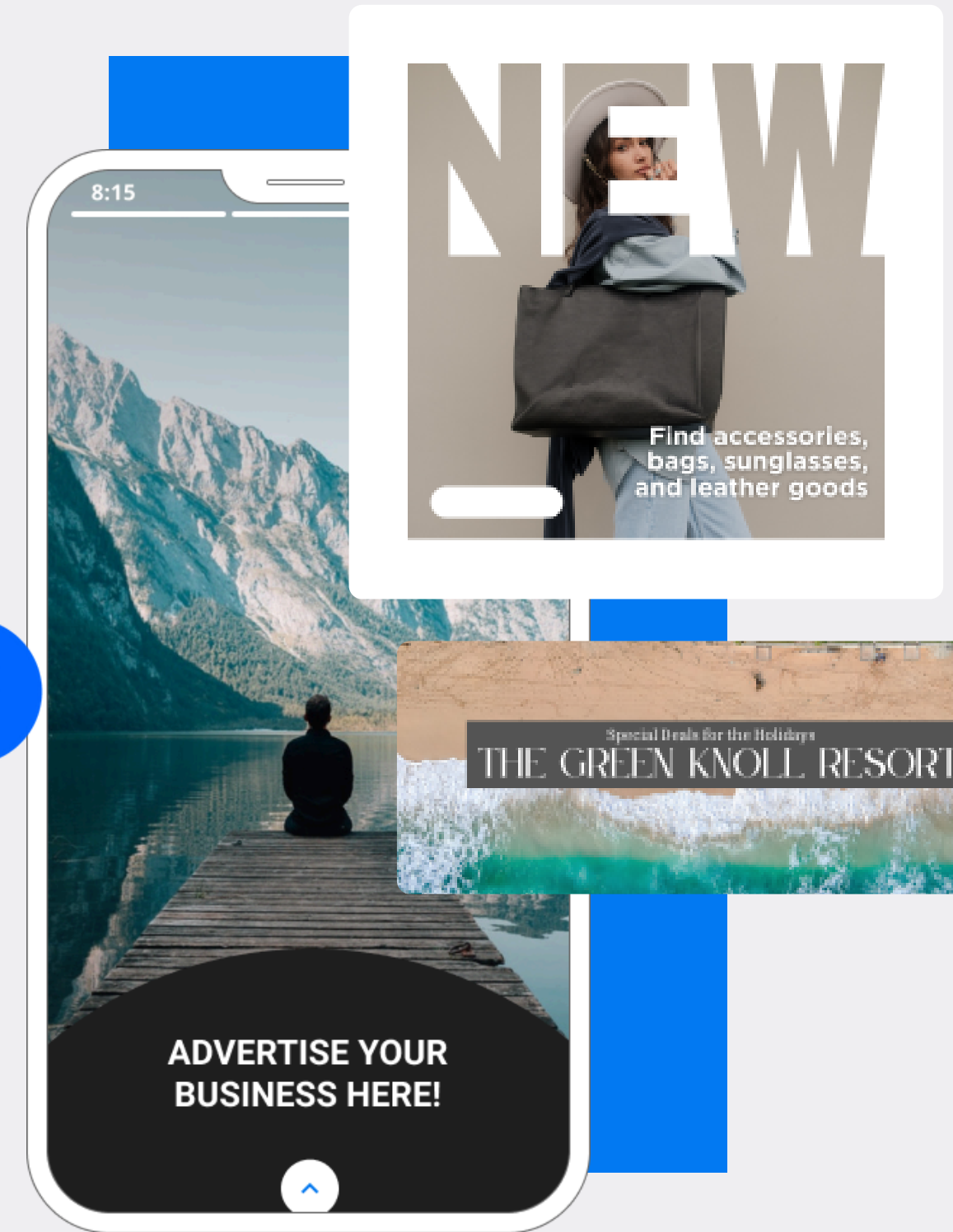




SHOWCASE SPONSOR VALUE

USING EDIRECTORY TOOLS

- Use eDirectory's built-in tools to highlight sponsor visibility (featured listings, slider, homepage banners);
- Customizing sponsor profiles to make them stand out.





FIND THE

RIGHT SPONSORS

Unlock sponsorship opportunities by targeting decision-makers, refining your pitch, and understanding your audience.



Master Your Pitch

Attend in-person meetings to showcase your value and build strong partnerships.

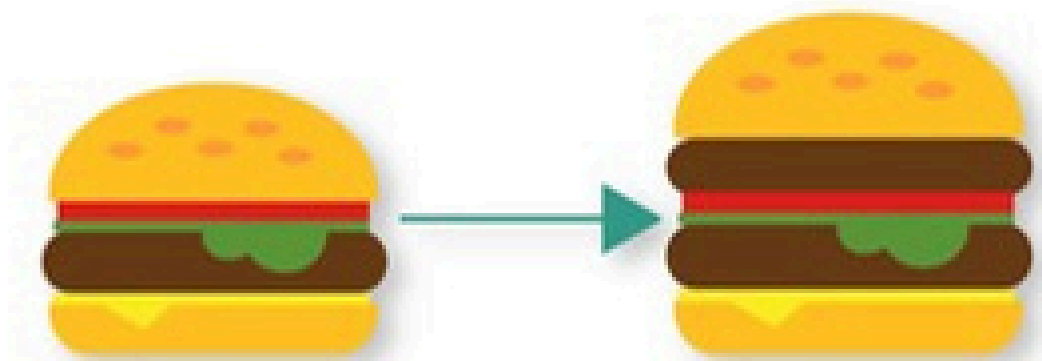


Target the Right Sponsors

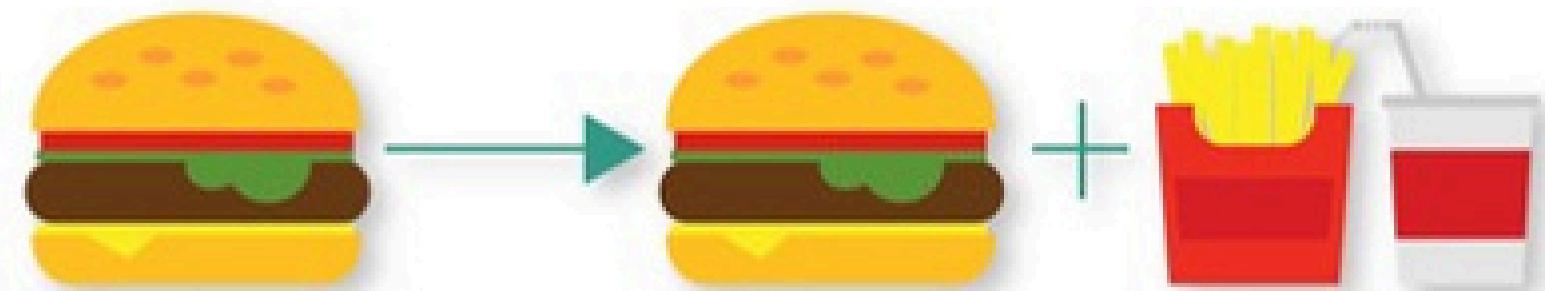
Identify your niche and connect with key decision-makers who align with your goals.



UPSELLING



CROSS-SELLING



UPSELL & CROSS-SELL

01 How this strategy work

Upselling encourages customers to upgrade to a higher-tier product or add premium features, while cross-selling suggests complementary or related products to enhance their purchase.

02 How to execute

- Turn basic listings into premium sponsorships (template editor);
- Strategies for offering add-ons like social media promotion or email marketing features.



BUNDLING OTHER SERVICES

Provide services to enhance sponsors' content:

- Exceptional photography
- Engaging video content
- Search engine optimization (SEO) services
- Descriptions and text related content for Listings
- Social Media management





CREATE A COMPELLING PITCH

HOW TO BE SEEN & REMEMBERED

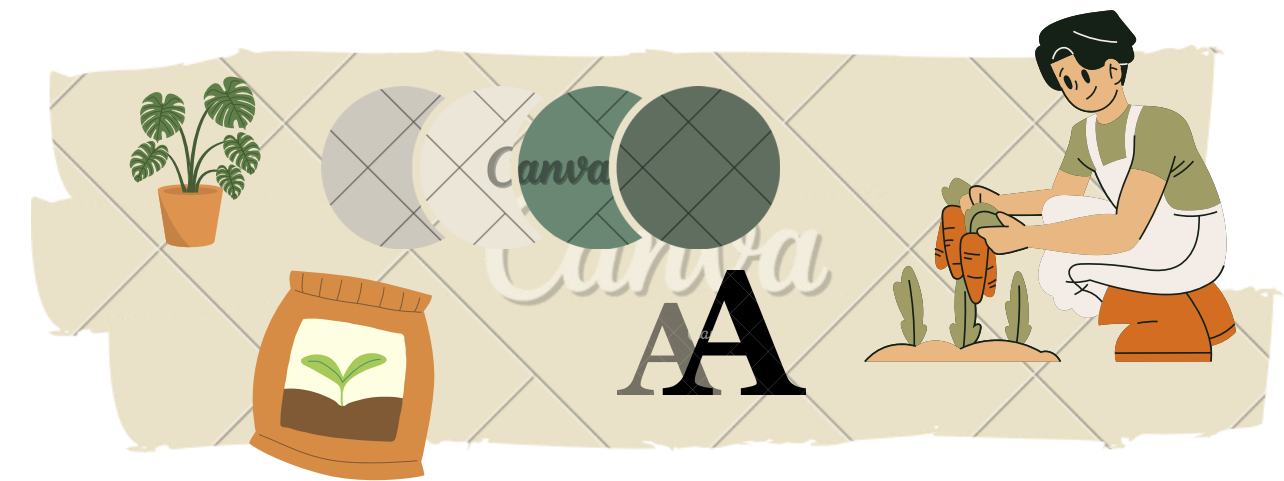
- Craft a pitch that highlights your directory's curated content and engaged audience;
- Invest in your website brand identity to look professional (design, logo, colors, images).
- Build a recognizable brand by maintaining consistency in visuals, messaging, and tone across all platforms.
- Keep your content simple, engaging, and memorable.

➔ Download a Sales Pitch Presentation: edirectory.com/directory-resources

BRAND IDENTITY EXAMPLES

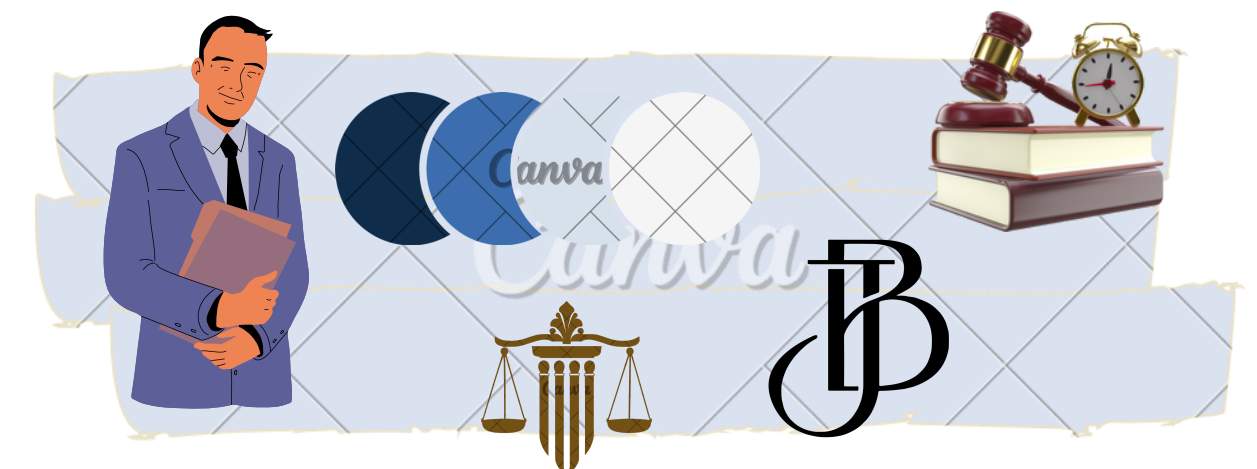
▶ GARDENING SHOP

Earthy greens and browns, clean typography, welcoming language, fresh tone, nurturing and inviting messaging



▶ LAW FIRM PAGE

Professional blues and grays, strong typography, refined language, clear and formal messaging



WEBINAR PRESENTS

Measuring Sponsor ROI



Measuring Sponsor ROI helps assess the value of sponsorships by tracking key metrics and outcomes. Using eDirectory tools, sponsors gain insights into engagement, exposure, and financial returns, enabling informed decisions and stronger partnerships.

01 External Tools for Measuring Traffic

Use tools like [Google Analytics](#) to track website traffic from sponsor links and campaigns, showing how many visitors are driven by sponsor promotions.

02 eDirectory Metrics for Tracking Engagement

Use [eDirectory's metrics](#) to track clicks, leads, and conversions, measuring direct engagement from sponsor activities.





COMMON CHALLENGES

& HOW TO OVERCOME THEM

- How to address sponsor concerns about cost and ROI;
- Strategies for retaining sponsors and building long-term relationships;



HANDS-ON DEMONSTRATION

SEE HOW IT ALL WORKS

- Creating package bundles



The screenshot displays a mobile application interface with several sponsored listings. At the top, there is a listing for 'mafni Hotel' with a pool image and the text 'Offered by: mafni Hotel' and 'This is example text for the overview'. Below this is a large banner for 'FOOT LOCKER LTD SOURCING' with a dark background and white text, and another banner for 'INTERNATIONAL CANCÚN RESTAURANT' with a wooden background and food images. Further down is a dark banner that says 'ADVERTISE YOUR BUSINESS HERE!' with a scenic mountain lake image. The bottom section features three smaller listings: '60% OFF Miami Beach Hotel accommodation' offered by 'Miami Hotel', '10% OFF bikini and swimwear' offered by 'Miami Hotel', and another listing with a beach sunset image. Each listing includes a small image, a title, the provider name, and a placeholder for overview text.

QUESTIONS?



CONTACT US

If you are interested with our service
you call us below.

 **Email :**

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support@edirectory.com

 **Phone :**

+1 800 630 4694
+44 118 370 2340 (UK)

 **Site :**

eDirectory.com





THANK YOU



Have suggestions for future presentations?

[Leave a comment!](#)