



Reliance Alliance

www.RelianceGroupUSA.com

Digital Transformation

A Broad Claim!

Over-Used, Over-Promised, and [typically]
Under-Delivered

What must lie at the foundation of your transformation?

You *must* develop your online presence

Why?

Improving your online presence and aligning it with your ever-changing customers' behavior is critical for business growth

Customers
are more
likely to
search than
call!

The Google logo is displayed in its standard multi-colored font (blue, red, yellow, green, red).A white search bar with rounded corners, containing a magnifying glass icon on the left and a microphone icon on the right. The text inside the bar reads "Search Google or type a URL".

Search Google or type a URL

Everyone now
searches
online for
answers to
their
questions

- Google – 3.5 billion searches every day
- 95% of clicks go to websites that appear on page one of the search results
- 50% of the clicks go to websites that appear in the top 3 search results
- Structured data means 56% of searches no longer even result in a click off the Google platform

Where do you
appear in
organic
search?

Probably page 5
or lower

But ... very few
users click
through to page 5

Web traffic

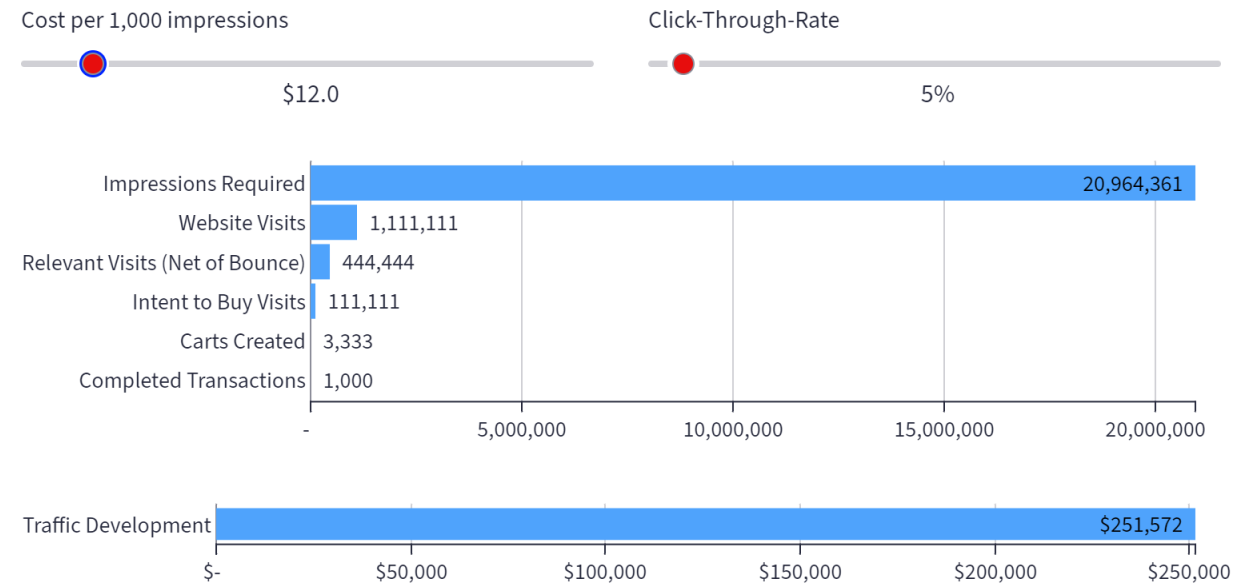
- There are six web traffic sources:
 - Organic
 - Referred
 - Email
 - Social
 - Direct
 - Paid

Direct Traffic

- Chances are - most of your relevant traffic is “direct”
- In other words – the traffic is coming from existing users
- Unfortunately, existing users are also searching for answers and, when they search, they will not see your content
- This means even your existing traffic base is being eroded

Let's put this problem in perspective!

- For example: how much traffic would you need to build a \$100,000 per month online business?
- Avg. Transaction Size: \$100
- Transactions: 1,000
- Web Traffic Required: **1.1M** visits per month!*
- Estimated Monthly Recurring Paid Traffic Cost: **\$250,000**



* 21M Paid Impressions @ \$12/thousand, 5% CTR, 60% bounce rate, 25% intent-to-buy, 3% add to cart, 70% abandoned carts

Will a
“paid-traffic”
approach
work?

No!

It will fail because
the ROI is negative

Digital Transformation

You must take control of your transformation – it is not economically viable to pay Google, Facebook, Yelp, Yellow Pages, etc., for your web traffic

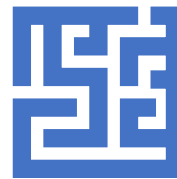
Site Visits Depend On Awareness & Value

No one can visit a site they don't know exists and any that do, will not come back if the experience didn't add value.



How do we solve this problem?

By providing a broad and solid foundation for your digital transformation



The Foundation



Single, strongly branded domain



Single blended product catalog



Valuable educational content



Business development strategy



CRM



Digital network



Mobile ecosystem

We are not going to solve your traffic problem

- Instead, we are going to focus on helping you solve your transaction problem
- Because more transactions mean more business
- More business will lead to more traffic
- 60%+ of web traffic originates from mobile devices
- And we are going to embed you in the mobile ecosystem
- By focusing on adding value for users who prefer to operate from their mobile devices
- And thereby circumventing the otherwise unsolvable web-traffic issue

The Results of a Successful Digital Transformation



INCREASED SALES



INCREASED PROFITS

What do you
need to get
started?



A Plan



A Technology Platform



To Join the Mobile Ecosystem

Thank-you for
watching!

Visit our Digital Transformation Resource Page
[CLICK HERE](#)



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