

COMPARISON:



Relationship Website



Marketing System

Designed primarily for someone who's already heard of you



Has to handle all levels of familiarity with your business

Focuses on building individual trust



Aims for mass numbers

Helps the customer get to know you



Sells the customer a product

Seeks to answer customer questions



Pushes people to contact you

Adds Value to Customers and Leads



Trys to close the deal

Helpful for networking



A tool for big ad campaigns

Offers info & resources for customers



Is really just focused on new leads

Typically has 5 to 15 pages



Needs 50+ pages to function well

Works best when updated about once a month



Works best when changed or updated daily

Available for \$250/mo



Needs a budget of \$2,000 per month