

WSI Franchise Opens a Master Franchise Office in Switzerland

- World's Largest Digital Marketing Franchise Works to Expand Its Online Advertising Services Across Western Europe -

Canada, Jan 16, 2012 -- Toronto, Ontario, January 6, 2012 - WSI, the world's leading franchise providing digital marketing solutions, recently announced the opening of a Master Franchise office in Switzerland, geared specially to the German-speaking regions of Western Europe: Austria, Germany, Lichtenstein and Switzerland. This new office will be operated by William Jacober and located in Effretikon, Switzerland, meaning local businesses will have the opportunity to leverage WSI's advanced digital marketing strategies.

"The Internet continues to be the fastest growing communication channel today, offering an exceptional opportunity for business owners to market themselves and reach a larger audience," says Ron McArthur, president of WSI. "According to eMarketer, the amount of Internet users in Germany alone is set to skyrocket to 70% in 2012. This places a digital marketing franchise, like WSI, in a very competitive position. Now, more than ever, it is critical for businesses to optimize their web presence, secure a positive online brand and communicate with their customers. Through the opening of additional WSI digital marketing consulting services in the DACH region, local businesses will benefit from the opportunity of leveraging Internet marketing to advance their business."

With a background in finance, William spent the last decade operating his own business management consultancy firm. According to WSI, William has displayed phenomenal business acumen and strong entrepreneurial skills, earning him the opportunity of becoming WSI Master Franchisee for the region.

William Jacober, WSI Master Franchisee in Switzerland, says, "Indisputably, we are experiencing a new, momentous phase called the 'digital revolution,' which future historians will certainly compare to the Industrial Revolution. Thus, it is WSI's role – as the world's leading provider of Internet marketing solutions – to educate business owners on the incredible advantages of leveraging the Internet to increase their revenue potential. The DACH region consists of more than 100 million people, so I'm looking forward to embarking on delivering WSI's digital marketing services to local businesses and helping them understand the true value and power of digitization."

In addition to Switzerland, WSI also has Master Franchise offices located in the Baltics, Cyprus, United Arab Emirates, Qatar, Bahrain, Portugal, Brazil, Spain,

Central Spain, Egypt, France, Czech Republic, Slovakia and Portugal. WSI is actively seeking compelling, entrepreneurial-spirited individuals for its Master Franchise opportunity. Only those with a knack for sales, marketing and helping local businesses increase profitability will be considered. For more information about the WSI Master Franchise opportunity, please visit: <http://www.wsicorporate.com/pressrelease.asp>.

For digital marketing tips, strategies and ideas, follow WSI online | Twitter: <http://twitter.com/wsiworld> | Facebook: <http://facebook.com/wsiworld> | LinkedIn: <http://ca.linkedin.com/in/ronmcarthur> | YouTube: <http://youtube.com/wsiworld>

About WSI – we simplify the Internet:

WSI is the world's leading Internet franchise offering digital marketing services to suit the needs of multiple industries. The company has the world's largest Digital Marketing Consultants' network with its head office in Toronto, Canada. WSI Digital Marketing Consultants have helped thousands of small and medium-sized businesses realize their online marketing potential. By using innovative Internet technologies and advanced digital marketing strategies, businesses can have a WSI Digital Marketing System tailored to their individual needs to elevate their Internet presence and profitability to new levels. In 2011, WSI was the proud recipient of 7 Standard of Excellence Awards at the Annual WebAwards Competition organized by the Web Marketing Association (WMA). With the support and cooperation of its customers, franchise network, employees, suppliers and charitable organizations, WSI aims to help make child poverty history through its global outreach program www.makechildpovertyhistory.org.

For more information about WSI's offerings and business opportunities, please visit our website at www.wsiworld.com. For digital marketing tips, strategies and ideas, visit our blog at: <http://blog.wsidigitalmarketing.com/>. Please follow us online at: <http://twitter.com/wsiworld>, <http://facebook.com/wsiworld>, <http://ca.linkedin.com/in/ronmcarthur>, <http://youtube.com/wsiworld>.

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