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**Comparative Media Costs**

Cost per Thousand (CPM): Cost to reach 1,000 users or impressions

- **Direct Mail** $450
- **Mail Order Catalog** $250
- **Drive Time Radio** $140
- **Prime Time TV** $30
- **Online Video Ads** $15
- **Online Display** $7
- **Online Search** $2

**pay for mailing costs**

**pay for media costs**

**no mailing or media costs**

Offline: w/ Unit Costs

Offline: w/o Unit Costs

**ONLINE: WINNER**

- Augustine Fou
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Having a single place that the majority of people could access up-to-date information was a key outcome of the survey.

Also tracking and reporting on how the tool was being used allows staff and management to continue to support and justify the time spent on the site and the costs of deploying it to the community.
So what should you focus on for your recycling website
Where do people get good recycling information that they trust?
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- Nearly Half of U.S. Adults Do Not Have Information on Recycling Available to Them
- Mark Carpenter | Jan 04, 2017
Conclusion

Most people trust the information that their local government website provides them.

As government branding continues to evolve, this trend will continue and government websites will continue to be the dominant way that customers look for recycling information.
Municipal Recycling Websites
Recycling Website-Do's

Do's for Municipal Recycling Websites/Apps

● Put your waste and recycling information up front (not buried deep in a municipal omni-site).
● If you have to be part of a bigger website, buy a URL and redirect it to your section of an 'omni-site'.
Recycling Website-Do's

Do's

● Check your site monthly for typo's, broken links, content changes. The worst thing you can do to a website is have out of date, inaccurate, or broken information on it.

● Make it easy to navigate intuitively (the way people think and act).
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1. Increase communication with clients
2. Drive traffic to your site
3. Remind your prospects of your brand
4. Improve your Online Influence
5. Reach the friends of your clients and prospects with your message
6. Inform your audience of successes in real time
7. Increase your SEO ranking
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Questions

What service do I need? What does it need to do?
What Service do I need? What will it do for me?

Recyclopedia

- Guide+Directory+Map
- Municipal programs +
- Community programs
- Comprehensive 1000+ items & materials
- Crowd-sourced directory to reduce your setup and upkeep work.
How good does the website have to be?

- People expect a professional product
- Designed by professional product architect
- Functional-navigation is really important
- Social media needs to be built in
- Must be Search Engine friendly
- Multilingual 100+ languages (Google Translate)
- Mobile friendly—>60% of web traffic
- Widget available (to work from your website)
- Fast loading (twitch factor)
- Maintained and improved as part of the service
### Economy of Scale for 'Generic & Complex' Buy Situations

<table>
<thead>
<tr>
<th># of Clients</th>
<th>Theoretical Cost per client (without hosting, service, etc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$150,000</td>
</tr>
<tr>
<td>5</td>
<td>$30,000</td>
</tr>
<tr>
<td>10</td>
<td>$15,000</td>
</tr>
<tr>
<td>20</td>
<td>$7,500</td>
</tr>
<tr>
<td>40</td>
<td>$3,750</td>
</tr>
</tbody>
</table>
How much will it cost?

Recyclopedia Component Price

- $1K-$2K-$3K-$4K-plus
- 3 service levels
  - Do it yourself with our help (+$0)
  - Plus marketing (quote)
  - All inclusive (quote)
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The people behind the company

- Environmental field starting 1967
- iWasteNot Systems begun 2003
- Personally committed/Family company
- Clients include EPA, States, Provinces, Cities, Universities, Agencies, Non-Profits
- 7 Environmentally friendly servers
- load balanced
- redundancy
- About 30 reuse & recycling clients
- Relaunching and Growing
IwasteNot Systems

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