

E-Marketing Benefits

Only relatively recently has the Internet become a focal point in marketing circles. The reason for its massive growth over the last 5 - 10 years is a direct result of its positive effect on business. There are many ways your business can profit from the web. A professionally designed, targeted website can speak volumes about your company or brand. It can reinforce your corporate identity. It can demonstrate a real commitment to delivering newer, faster and easier ways for customers to do business with you.

The Internet combines the strengths of print and television while eliminating the prohibitive costs and limitations involved. Granted, many of the benefits to traditional media lie within its established 'passive' audience. However, a well-placed, well-marketed Internet solution can offer on-demand, up-to-date information on your products and services in a way that traditional media could only hope to achieve. Unlike magazines and TV, the Internet is interactive and dynamic, making it a flexible, low-cost and effective B2B and one-to-one marketing tool.

“Increase
Awareness”

Benefits include:

1. Increasing awareness of your products or services.
2. Selling your products or services direct.
3. Generation and qualification of leads for your business.
4. Improved customer service.
5. Gathering of feedback for sales, marketing and business development.
6. Decreasing time spent on customer support.
7. Decreasing time spent on training your clients.
8. Enhancing information distribution on any aspect of your business.
9. Considerable expansion of your market.
10. Removing barriers to communication with your customers, partners and prospects.

Online marketing crosses the boundaries between traditional media marketing and direct marketing principles. Capturing of customer / prospect demographics and information can help you pinpoint your most profitable avenues for business. You can then tailor your marketing or provision of services and products to target those avenues. With interaction, forms and surveys, companies can set up ongoing market research, and create customer databases and profiles at minimal cost. Direct marketing by mail is fraught with legalities, and can be cost-heavy. Direct marketing online across your own prospect database avoids the legal pitfalls because you are only marketing to those persons who have already expressed an interest. In addition to which, online marketing is such that it costs no more to mail shot 1,000,000 people than it does to mail shot 1 person.

Although targeted marketing of specific products or services is often a primary concern, the set-up of your website allows customers to see what other products or services you or your partners are offering. This can result in additional sales with very little extra effort - especially if a sales rapport is already in place with a particular client. Don't forget that your website will be available to clients 24 hours a day, 365 days a year for sales, service and support.

If you sell B2B, there is every likelihood that your customer will 'check you out' on the web before proceeding. It is the perfect opportunity to create that professional and dynamic first impression. A well designed, well constructed website will demonstrate a commitment to quality service and customer focus. Research has shown that cost of products or services is not the most important factor when it comes to purchasing. Prospects will be looking for added value and benefits - given the choice between a company which appears to offer everything, and company which appears to offer very little, a prospective client is almost guaranteed to go with the former. The bottom line is that, with careful planning and implementation, and at relatively minor cost, Internet Marketing delivers results.