

7 COMPELLING REASONS TO GO ONLINE

We have compiled a list of 7 great reasons why you should be advertising online, building your business reputation and taking advantage of the networking opportunities.

1. Establish an online presence

Every excuse we have had in the past for not being on the Internet is now no longer acceptable. The World Wide Web is here to stay and taking the decision not to market or advertise on it immediately puts a company at a disadvantage. Millions of people throughout the world use the Internet as their first source of information - your competitors know this.

2. The magic of networking

Successful business people know the following: it's not what you know; it's who you know, but I would like to take it one step further and say that it's also about who knows you. The more contacts you have coming through your business on a daily basis, the greater the success. Therefore, handing out your business card to potential clients is a vital process, but you are limited to a few contacts per day. Take your networking to a new level by creating a permanent presence on the World Wide Web with your entire business showcased for millions to have access to, 24-hours a day at very little cost. Handing out business cards can no longer be the only way you attempt to network with people.

3. A new service level for customers

One of the most effective ways to serve your customers is to make your business and all its information available online. However, this can be taken to the next level by providing pre-qualifying forms, online e-brochures, informative PowerPoint presentations, detailed information on your product and the unique reasons why a customer should consider your opportunity. Customers can go through an entire pre-qualifying process before they even meet you.

4. Public interest goes national

When launching a product, if you incorporate Internet marketing as part of your campaign, you instantly benefit from the Internet's limitless coverage. Web page information is accessible to anybody, any time, anywhere and people who view your online marketing become informed potential customers. Additionally, some products require time sensitive material or information to be released at certain times. An example of this might be the releasing of phases in a development. One cannot compare these benefits to regular marketing in your suburb or area within a city.

5. Pictures, video and sound

The Internet allows for products to be showcased using "fly through" videos with sound, special effects and of course the perfect sales pitch recorded to be viewed over and over again. Business is worldwide but your office hours aren't. No printed brochure can match that value let alone represent a sales person 24-hours a day.

6. Information changes

Sometimes information changes before it gets off the press, leaving you with a costly bill and worthless paper. Electronic publishing requires no printers, ink or paper and it changes with your needs. The flexibility of uploading the latest information whenever it changes is priceless.

7. Tomorrow's business platform

The Internet is not only for computer science students. With 70 million users of the Internet, even the most narrowly defined interest group will be represented on the Internet. With so many good search programs, your interest group will be able to find you, or your competitors. No matter where you are or what you are selling, if your potential big clients have Internet access, you should be there too.