



## **Six Reasons Why Your Business Should Have A Website**

- 1) Your website will support your business strategy and increase your revenue.**

Why you should choose a Brand or Marketing Expert to help you:

We can analyze your business strategy and marketing materials to determine what has been working and what has not. Then a website can be developed to build on your strengths.

- 2) Your website will provide you with additional exposure in a world of increasing Internet Usage and Brand Proliferation.**

Why you should choose a Brand or Marketing Expert to help you:

We can research the competitive landscape on and offline and confirm that your present brand and business has a perceived differentiation from your competition and proceed to design a website that supports this differentiation.

- 3) Your website is another consumer touchpoint that can strengthen your brand in the minds of consumers.**

Why you should choose a Brand or Marketing Expert to help you:

We understand the true concept of branding which is part of your overall business strategy. Therefore we are passionate about designing and developing a website that will actually strengthen your brand. (Many times designers claim to understand brand development and build pretty websites which are not consistent with existing business strategy. This in turn confuses the consumer and actually harms the brand by setting unrealistic expectations.) We make the correct positioning of your brand a priority.

- 4) Your website gives you the ability to target your customers in a variety of ways that might not have been possible in the brick and mortar world.**

Why you should choose a Brand or Marketing Expert to help you:

We can determine who your target markets are and provide you with background and search engine optimization assistance to help your website be found. A nicely designed website is no good if it can't be found.



**5) Your website provides you with additional data that was not possible with traditional marketing communications.**

Why you should choose a Brand or Marketing Expert to help you:

We can help you understand your web stats and what you need to look for when analyzing your data. In this way, you can quickly make adjustments and realign your strategy, if needed.

**6) Your website can be much more affordable than traditional advertising such as print, television and phonebook ads.**

Why you should choose a Brand or Marketing Expert to help you:

We can help you determine if your present marketing budget is appropriate considering your product, target market, overall strategy and pricing. We are skilled in analyzing all components of marketing so that a business derives a plan with the highest return on investment.

**A final thought on when to get a website.**

An organization should not procrastinate in their decision to get a website because it takes time to design and develop a website. The longer an organization waits, the longer it will take to gain presence on the Internet. It can take anywhere from 2-6 months to gain momentum on the Internet once your site is launched. Therefore, time is of the essence.