



Marketing Matters

by Cindy Mobey

Should I Get a Website?

Every second, more than 20 million people are looking on the internet, on their mobile or tablet devices, buying everything from books to houses, from kitchen gadgets to garden tools. If your business doesn't have a website, you could be missing a trick.



Most transactions these days take place online and so some of the more traditional marketing techniques have been replaced by online strategies...but it's surprising how many small businesses do not have a website.

Not just small businesses benefit from a website – they are used more and more frequently to sell houses privately, as you can use the link to your website on social media and private sales sites.

The advantages



Your business is open 24/7 if you have an online presence, even when you're asleep! Information about your business, your services, what you sell are there at your customers' fingertips. People are always looking online for what they want... and if you happen to sell that item, you could make a sale.

Reputation and credibility. Your website showcases your products and services for the world to see. If you have an online shop, customers can buy directly from you. If you don't have a website, a competitor will get the business. Your website also sets you up as an expert in your field. You can add recommendations from satisfied customers and so be shown as reliable and trustworthy.

Advertise. For a relatively small investment in the cost of setting up your website, you can reach millions of people. It is the one brochure that the whole world has access to – no printing and re-printing when you need to update something – it can all be done at the click of a mouse. And you can put in tons more information and images than you could afford to do in a brochure. You can put links to your website from your social media pages and can send links to it from email or text messages, so once set up, you can share it with anyone, anywhere and anytime.

Your business card tells potential customers a little about your business. If you give out your card because a potential customer has seen or heard about what you sell, imagine their disappointment when they get home, get out your card, hoping to log onto the internet and look at your website to see more of your products... only to find you don't have one!

Although a website does incur a cost to set up, you will recoup the investment in no time at all. Can you afford not to have one?

Images courtesy of saphatthachat and Stuart Miles at FreeDigitalPhotos.net

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See advert on P.44

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