

## Website Benefits

- *Reaching Thousands of Potential Customers Quickly and Inexpensively –* (Web) Users can have direct communication with your company when they see your ad. With the click of a mouse, they will transmit their inquiry or order directly to you. This entire process will be faster and more cost effective than traditional methods of advertising. Online publishing requires a fraction of the investment that conventional publishing requires due to the lack of physical material.
- *Leveraging Advertising Dollars -* There is a limited amount of information that can be compacted into a business card, brochure, radio or print ad and these media are expensive. However, include your company's URL in a small print ad or 30 second spot and you have now directed your customers to your website which contains enough information to make the sale. We try and convey to our clients that if your company's website is mentioned in your ad, customers will be able to go online buy your products or learn about your services as soon as the urge hits them.

Websites reduce the cost of printing and mailing material. Companies can save hundreds of thousands of dollars in printing and mailing costs by putting your catalogues on the Internet. It is an especially good value when you consider the number of people you can reach.

Websites can be updated quickly and as often as you would like. No other advertising medium is so quickly and economically changeable. Often updating sites will increase the traffic your website.

Having a website will bring more people into your establishment or place of business. Customers can look at your website in order to get all of the information that they need to locate your establishment. A website also enables you to display photos, sound and short movie clips with less expense.
- *Getting A Foothold In The World Wide Web -* There are thousands of companies with websites. You can be certain that a few of your competitors already have a presence online. However, it is still possible to become a dominant online influence in your industry with the right marketing campaign.

It is also a way to gain a larger percent of cyber-shoppers or to prove to your current clientele that you are aware of the times and are moving forward.

- o *Reduce the Costs of Serving Your Customers* – We hope to save you phone calls and your staff members' time by just posting basic business information on your website. Posting the updated information on your site will save money and keep your customers informed.

A lot of time can be wasted answering the same questions over and over again. These are the questions customers and potential customers will ask before they deal with a particular company. Displaying the answers in an FAQ (Frequently, Asked, Questions) section will free up a lot of time.

Feedback Forms can be added to your websites so you can obtain information instantaneously.

Having the ability to e-mail within a site will give you information such as questions or comments from your customers while it is still fresh in mind.

Another benefit is that you can respond to these customers when you choose to and not necessarily at the exact moment they call.

Businesses are worldwide but office hours are not. Web pages serve customers 24 hours a day, seven days a week without adding costs.

- o *Public Relations* - This is becoming an exceedingly important reason to have an online presence. Even without creating a complex site, a company's presence on the Internet is like passing out your business card to thousands of potential clients and partners. Information can be made available on your website at the time you specify, with all related materials such as photographs, biographies, etc. A website is a great tool for reaching the media. Every kind of business needs the exposure that the media can bring. With the Internet hype at the eclipse of its power, an innovative website will almost certainly get written up in one publication or another.

- *Streamline Information Distribution to Workers* – A website is the fastest, most economical way to broadcast information within an organization. Instead of relying on the distribution of memos, employees can visit their company's website at their convenience. dcDigital can also password protect an employee-only website so that sensitive information remains within the company.
- *Opening International Markets* - There is a whole new high-tech world out there, populated by millions of people across the globe, and marketing on the web is the easiest way to begin doing business internationally. With a website, you can open up dialogues in international markets as easily as with a company across the street.
- *Test Marketing New Services and Products* - If you demonstrate your new product on the web, you will know what your customers think in a fast, economical manner. For the cost of a page or two of web programming, you can gain insight into where to position your product or service in the marketplace. With dynamic web statistics, surveys and feedback forms you can have your finger on the pulse of your target market.
- *Reaching Specialized Markets* - There are thousands of newsgroups representing every sport, hobby or interest imaginable. No matter what your niches may be, your customers are probably online. Furthermore, it has been found that some of the most successful businesses on the web are those that target niche markets. Since dcDigital owns several directory sites we will assist you in positioning and marketing yourselves effectively.