

# **15 Reasons to put your Business and/or yourself on the Web. . .**

## **1. Establish a Presence**

Approximately 50 million people around the world have access to the World Wide Web (WWW). The On-Line Services: America On Line, CompuServe and Prodigy just started offering Internet and WWW access, which added another 10 million people. No matter what your business is, you can't ignore the millions of people on the Net. To be a part of that community and show that you are interested in serving them, you need to be on the WWW for them. You know your competitors will.

## **2. Make Business Information Accessible**

What is basic business information? Think of your own customized Yellow Pages ad. Your hours. The Nature of your business. How Customers can contact you. Where are you located? Now think of a Yellow Pages ad where you have instant communication. Today's Specials, today's interest rate, next week's parking lot sale information? If you could keep you customer informed of every reason why they should do business with you, don't you think you could do more business? You can on the WWW.

### **o Create a 24 Hour Service**

If you've ever remembered too late or too early to call the opposite, you know the hassle. We're not all on the same schedule. Business is worldwide but your office hours aren't. Trying to reach Asia or Europe is even more frustrating. But Web pages serve the client, customer and partner 24 hours a day, seven days a week. No overtime either. It can customize information to match needs and collect important information that will put you ahead of the competition, even before they get into the office.

## **3. Network**

A lot of what passes for business is simply nothing more than making connections with other people. Every smart business person knows, it's not what you know, it's who you know. Passing out your business card is part of every good meeting and every business person can tell more than one story how a chance meeting turned into the big deal. Well, what if you could pass out your business card to thousands, maybe millions of potential clients and partners, saying this is what I do and if you are ever in need of my services, this is how you can reach me. You can, 24 hours a day, inexpensively and simply find me, on the WWW.

### **o Open International Markets**

You may not be able to make sense of the mail, phone and regulation systems in all your potential international markets, but with a Web page, you can open up a dialogue with international markets as easily as with the company across the street. As a matter-of-fact, before you go onto the Web, you should decide how you want to handle the international business that will come your way, because your postings are certain to bring international opportunities your way, whether it is part of your plan or not. Another added benefit; if your company has offices overseas, they can access the home offices information for the price of a local phone call.

## **4. Sell Products and Services**

Many people think that this is the number 1 thing to do with the World Wide Web, but we made it number four to make it clear that we think you should consider selling things on the Internet and the

World Wide Web after you have done all the things above and maybe even after doing quite a few more things from this list. Why? Well, the answer is complex but the best way to put it is, do you consider the telephone the best place to sell things? Probably not. You probably consider the telephone a tool that allows you to communicate with your customer, which in turn helps you sell things. Well, that's how we think you should consider the WWW. The technology is different, of course, but before people decide to become customers, they want to know about you, what you do and what you can do for them. Which you can do easily and inexpensively on the WWW. Then you might be able to turn them into customers.

- **Make Pictures, Sound and Film Files Available**

What if your widget is great, but people would really love it if they could see it in action? The album is great but with no air play, nobody knows that it sounds great? A picture is worth a thousand words, but you don't have the space for a thousand words? The WWW allows you to add sound, pictures and short movie files to your company's information if that will serve your potential customers. No brochure will do that.

## **5. Extensive Information/Updating**

What if your materials need to be released no earlier than midnight? The quarterly earnings statement, the grand prize winner, the press kit for the much anticipated film, the merger news? Well, you sent out the materials to the press with "The-do-not-release-before-such-and-such-time" statement and hope for the best. Now the information can be made available at midnight or any time you specify, with all related materials such as photo graphs, bios, etc. Released at exactly the same time. Imagine the anticipation of "All materials will be made available on our Web site at 12:01 AM". The scoop goes to those that wait for the information to be posted, not the one who releases your information early.

- **Make Changing Information Available Quickly**

Sometimes, information changes before it gets of the press. Now you have a pile of expensive, worthless paper. Electronic publishing changes before it gets off the press. Now you have a pile of expensive, worthless paper. Electronic publishing changes with your needs. No paper, no ink, no printer's bill. You can even attach your web page to a database which customizes the page's output to a database you can change as many times in a day as you need. No printed piece can match that flexibility

## **6. Reach a Highly desirable Demographic Market**

The demographic of the WWW user is probably the highest mass-market demographic available. Usually college-educated or being college educated, making a high salary or soon to make a high salary, it's no wonder that Wired magazine, the magazine of choice to the Internet community, has no problem getting Lexus and other high-end marketer's advertising. Even with the addition of the commercial on-line community, the demographic will remain high for many years to come.

## **7. Customer Service**

Making business information available is one of the most important ways to serve your customers. But if you look at serving the customer, you'll find even more ways to use WWW technology. How about making forms available to pre qualify for loans, or have your staff do a search for that classic jazz record your customer is looking for, without tying up your staff on the phone to take down the information ? Allow your customer to punch in sizes and check it against a database that tells him what color of jacket is available in your store / all this can be done, simply and quickly, on the WWW.

- **Allow Feedback from Customers**

You pass out the brochure, the catalog, the booklet, but it doesn't work. No sales, no calls, no leads. What went wrong? Wrong color, wrong price, wrong market? Keep testing, the marketing books say, and you'll eventually find out what went wrong. That's great for the big boys with deep pockets, but who's paying the bills? You are and you don't have the time or the money to wait for the answer. With a Web page, you can ask for feedback and get it instantaneously with no extra cost. An instant e-mail response can be built into Web pages and can get the answer while it's fresh in your customers mind, without the cost and lack of response of business reply mail.

## **8. Public Relations**

You won't get Newsweek magazine to write up your local store opening, but you might get them to write up your Web Page address if it is something new and interesting. Even if Newsweek would write about your local store opening, you wouldn't benefit from someone in a distant city reading about it, in less of course, they were coming to your town sometime soon. With Web page information, anybody anywhere who can access the Web and hears about you is a potential visitor to your Web site and a potential customer for your information there.

- **Reach the Media**

Every kind of business needs the exposure that the media can bring, as we touched on in reason #5, To Heighten Public Interest, but what if your business is reaching the media, as a newswire, a publicist or a public policy group. The media is the most wired profession today, since their main product is information and they can get it more quickly, cheaply and easily on-line. On-line press kits is becoming more and more common, since they work with the digital environment of more and more pressrooms. Digital images can be put in place without the stripping and shooting of the old pressrooms and digital text can be edited and output on tight deadlines. All these can be made available on a Web page.

## **9. Learn by testing New Services and Products**

Tied into the reason above, we all know the cost of rolling out a new product. Advertising, advertising, advertising, PR and advertising. Expensive, expensive, expensive. Once you have been on the Web and know what to expect from those who are seeing your page, they are the least expensive market for you to reach. They will also let you know what they think of your product faster, easier and much less expensively than any other market you may reach. For the cost of a page or two of Web programming, you can have a crystal ball into where to position or service in the marketplace, Amazing.

## **10. Stay in Contact with Salespeople**

Your employees on the road may need up-to-the-minute information that will help them make the sale or pull together the deal. If you know what that information is, you can keep it posted in complete privacy on the WWW. A quick local phone call can keep your staff supplied with the most detailed information, without long distance phone bills and tying up the staff at the, home office.

## **11. Cost of the Web vs. Other forms of advertising**

You have the ability to reach a global audience for a fixed cost. The cost of a Web site is far less than that of any other form of advertising. Only a very small percentage of 50 million (growing at 10% a month ) Internet browsers will be interested in your product or service, but 100% of the respondents are

seeking more information on the services you provide. Like a Yellow page ads, all visitors to your web site are interested in your product or service

## **12. Statistics/ Tracking**

One of the fascinating benefits of advertising through a Web site is the ability for Unlocked, Inc. to provide you with statistic and demographic reports on your visitors. In its simplest form, this report can be the number of users who visit your site each month, week ,day. The report can be broken down further, and can include such items as a breakdown by country, company or entity (domain) of who accessed your site; explicitly what each visitor viewed at the time other visit (e.g. user X started at your home page, went to your order form, went to your companies credentials,...). It's like having a video camera placed on top of a billboard and watching every person that walks by and looks at your ad and then telling you exactly where on the billboard they looked. No other form of advertising can track visitors with such detail at such a low cost.

## **13. Do it before your competitors around the world do**

The world is becoming one very large global economy very quickly, you don't want to have a company on the other side of the world selling products and service to your neighbors. On the Internet you are judged by what your web site looks like and the quality of service you provide not by the physical location of your business

## **14. Domain names (i.e. [www.ANYCOMPANY.com](http://www.ANYCOMPANY.com)) are going fast**

Register your Company Domain Name before someone else does. You don't want what happened to Miller Brewing to happen to you. You will want it for your Email ( the Fax of the 90's ) address as well in the near future.

## **15. Answer Frequently Asked Questions ( FAQ )**

Whoever answers the phones in your organization can tell you, their time is usually spent answering the same questions over and over again. These are the questions customers and potential customers want to know the answer to before they deal with you. Post them on a WWW page and you will have removed another barrier to doing business with you and freed up some time for that harried phone operator.