

Why Have a Website?

By Chris Falck

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WHY HAVE A WEBSITE?

If you are considering the Internet as an option for your business or if you are wondering how to get more from your existing site...READ ON...

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Why should my Business Have a Website?

I guess many of you have asked yourself this question, whether you have an existing site or are just considering getting one. Well below are some reasons why a business would find a Website to be beneficial. Believe me the list is not exhaustive and is only an illustration to help you to realise the potential benefits.

Twenty-Four Hour Networking

Having an Internet presence means that you are there for partners, suppliers, prospects, customers, clients, patients, staff, friends, contacts & all the people that you routinely deal with; twenty four hours a day, 365 days a year!

You have a unique opportunity to inform, educate, persuade, offer, stimulate, entertain, and entice. When you are registered with the search engines and when you begin to market your site. Who knows how many customers will visit your site?

A Booming Market Place

Since 1992/3, the growth of the Internet market has been unbounded. Today there are an estimated 200 million users of the Web. How many of these users would be interested in your product

or service?

Easily Change the Sites Contents - quickly and cheaply

I hope you have never been in the situation of having thousands of brochures delivered, only to find them out of date within a few weeks? I hope not! With the Web, it's simply not a problem. If you need to change a page, you can do it instantly. Do you see the power of the Web Site? Even the smallest change can be made at almost no cost, in a very short time-scale. You can update pricing, schedules and availability, content, Logos etc. - anything almost, on demand. You simply can't afford to do that with print media.

Press and The Media

Every business needs publicity. The cheapest, quickest and easiest route to the media is online, they, the media, are 100% online. So why not get more mileage from your press relations, news releases, product launches information, etc?

Who's already On the Web?

In some industries, the answer is everyone. But just because your industry is not in the main online it doesn't mean that your customers, prospects, competitors, suppliers and partners are also not online. If they have a presence then you probably should be there, too.

We Operate In A Niche Market

Great... The Internet is the ideal place for you to do business...If you sell trinkets made by the remaining Incas in Mexico; your market is out there, on the Internet. Your web site could be invaluable.

Reach a Highly Desirable Demographic Market

If you want to do some research of your own, you'll find that there are numerous surveys to be found on the Web

Most Internet users have received (or are receiving) a higher education.

Most are in above average income jobs (or will be by virtue of their education or current position in employment). The demographic of typical Internet users is probably the highest mass market demographic that you'll ever find. Over recent years this has been diluted a little because of more general commercial and consumer interest. Nonetheless, these people are intelligent, they have money and they are buying!

Pre-launch Test Marketing

Got an idea for a new product? Thinking about launching a new service? Wouldn't it be great if you could get some feedback from existing customers and new prospects before you spend too much money in development, production and marketing?

Simple, Put your idea on a Web page - get people to look at it, and offer them an incentive to respond to your questionnaire or survey form whose results are automatically emailed straight back to you. It's easy, economic, quick and effective. You can test out concepts, pricing, offers, terms and conditions, marketing literature (in electronic form).

You can determine what the market wants and needs, possibly before you make any form of major commitment in respect of turning your brilliant idea into reality.

You Only Operate Locally

But the web operates globally. It doesn't matter. One of the strengths of Web marketing is the fact that you can reach any market. The fact that the Internet serves the world

doesn't matter. Your customers are often looking for someone in their region. You may not sell online. They may not want to buy online. Even more reason for them to want a local supplier.

Be Open For Business 24 Hours a Day

Need I say more?

International Market Opportunities

Make vast savings when compared to conventional attempts to get into foreign markets, which alone can be both daunting and prohibitive. Setting up global operations is beyond the reach of many even quite large businesses. But with a Website, international opportunities will open up for all but a handful of industries.

It is best if you can sell straight off the Web page, handle payment by credit card and ship your product via a reputable courier and you are on your way to being a global trader.

Staying In Touch

If your employees are spread over a large geographical area, you can keep them informed of all the relevant information via the Web

The simple Web site offers a plethora of opportunities to the Business, but aside from everything listed above you've got all the space, all the colour, all the words and pictures that enable

you to do nothing more revolutionary than simply to sell your goods and services.

The Internet offers numerous advantages unavailable by other means. Some businesses generate millions of pounds worth of business each year via the Web. The mass market is only just around the corner. By the end of the year 2001 it is estimated that the actual business transacted over the net will be in excess of three-quarters of a billion pounds! Not to be scoffed at! But this is just the dawn of a new era of e-commerce. Your business should be part of it.

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