



EPSILON CONCEPTS

BE REMARKABLE

The Benefits Of Internet Marketing

Cheaper and More Flexible Than Offline Advertising

Internet advertising is extremely different from print advertising in that space is cheap, your advertisement is accessible for a longer period of time, the content can be changed without having to ask someone to do it for you (if you use a content management system) and you can potentially reach a wider audience.

24/7 Presence

No more turning customers away when its time to close shop, putting up a note saying "closed for public holiday", or leaving an irritating message on your answering service specifying your trading hours? Tell them to visit your website for the information they are looking for.

Offer Convenience

It is far more convenient for a person to research a product on the Internet than it is to get in a car, drive somewhere and look for or ask someone for information on a product. Also, a potential customer won't have to judge a call center agent to determine whether he/she has their best interests in mind, or just wants to make a sale. The potential customer can visit your website whenever they like in their own privacy and comfort, without the stresses and distractions that exist in the "real world".

Add Value and Satisfaction

By offering convenience, a point of reference and that touch of individualized customer service, you ultimately add value to your offering and your customers experience a higher level of satisfaction. Your website can add value in other ways too, by featuring tips, advice and general interest content you can "entertain" your customers. This will also help them remember you better.

Standardize Sales Performance

By looking at the approaches that have worked in the past and those which have not, you can produce the ultimate pitch and use it with your website, so that you use it on every customer. No more training of sales people and waiting for them to get a feel for your line of trade.

Improve credibility

A website gives you the opportunity to tell potential customers what you are about and why you deserve their trust and confidence. In fact, many people use the internet for pre-purchase research so that they can determine whether a particular supplier or brand is worthy of their patronage, and won't take them for a ride. The Internet also allows for Viral Marketing, where your website visitors spread positive word-of-mouth about your business – your customers do your marketing!

Promote your "Brick 'n' Mortar" Presence

Getting lost trying to find a place can be frustrating for a potential customer. You can publish what they call a "dummy map" on your website, which shows directions and landmarks graphically, and the potential customer can print it out when looking for your "Brick 'n' Mortar" premises.

Growth Opportunity

A website serves as a great place to refer potential investors to, to show them what your company is about, what it has achieved and what it can achieve in future.

Two-Way Communicative Marketing

Customers can quickly and easily give feedback on your product and/or marketing approach.

Cheap Market Research

You can use features on your website such as visitor polls, online surveys and your website statistics to find out what your customers like more and how they feel about certain aspects of your business to determine how you can improve your product and the way you do business. Website statistics show you how much traffic your website receives, how the visitor got to your website and where, geographically, the visitor is from.