

Growing Your Business Online

The process we use to find the information and services that we need has substantially changed in the past few years. Not too long ago, if you were interested in professional lawn services you would browse through the yellow pages. If you wanted to see what movies were playing this weekend, you would open the daily newspaper. Most of us don't use these 'traditional' means of information gathering any longer – we turn to the internet. Today, if you're in business, you need to develop your company's web presence.

A website is a vital tool to all businesses. As of March 31, 2009 there were 251.3 million internet users in the United States. According to the US Census Bureau, that makes up 74% of the American population. More and more customers are looking to the web for their needs. Having a website means that your business is now open 24 hours day, 365 days a year, and is visible to over 1.59 billion internet users worldwide.

A web presence allows your company to reach out to potential customers that would have otherwise been impossible to conduct business with. No longer do companies have to rely on their city's customer base, or even their state's potential customers, businesses can now quickly and easily do business globally. The internet allows a company who is headquartered in California to do business with a customer in Cambodia.

A website is a very useful tool when advertising and marketing your company. It offers a non-stop advertising medium that is there day and night, and accessible from any location around the world. Marketing theory distinguishes between two main kinds of promotional strategy – “push” and “pull.” Traditionally, most companies have relied on the *push* strategy, aggressively advertising directly to potential customers – in essence, pushing their product or service on them. However, with the creation of a company websites, customers are now able to find the information they want, when they want it. Not surprisingly, this increases customer satisfaction exponentially.

The additional, potential revenue that can be generated from a corporate website is limitless. Of course, any marketing program costs money to a company. But analyzing the initial startup costs and maintenance expenses incurred from developing a web presence, it's clear that the payoff is well worth the investment. Why would a business want to lose out on millions of potential customers?

Companies who are ready to take their business to the next level by establishing their brand online need to approach the idea carefully. It is best to hire a professional web designer to aid your business in reaching its ultimate online goals. It is very important for company websites to be user-friendly, well-designed, informative, yet simple. Unfortunately, customers have a tendency to base service and product quality on the quality of the website they are viewing. Furthermore websites help level the playing field for smaller firms who are trying to compete against larger companies.

Giving customers the ability to find the information they want quickly and easily is a priceless benefit to any company. Communication and accessibility is key. The advantages of developing an online presence are endless. The increased visibility, credibility, competitive edge, and marketing perks speak for themselves. We look forward to networking with you online soon!

Pharus Group, LLC is a specialized consulting firm providing business analysis and management advisory services for small to mid-sized business owners and entrepreneurs. We have the tools and expertise to brand your company online. For more information, please call (772) 223-3344.