



The Benefits of Having a Website

If you have a website, you will enjoy the many benefits that this medium provides. The unique attributes of the Internet allow you to be incredibly responsive to your customers in a way that no other medium can. Let's take a look at what this means.

A website can be interactive and responsive to your customers

- You can tailor your website content to your customers. You know who your customers are, what they are looking for and what they will respond to. So let's write your website content for them.
- You can answer website visitor's questions, within your website content, a Frequently Asked Questions page and through email response forms
- You can take orders on your website, accept credit cards and tell your customers when they will be receiving their product.

A website is cost effective

- Your website can provide on-line support centers and a Frequently Asked Questions page. Doing this will mean you won't need more staff to handle these things.
- Your website can also reduce the cost of printing and mailing hard copy catalogues, brochures and any other print material.
- If you've checked into the cost of advertising in the print world, you probably already know that developing a website doesn't get close to costing that much.

A website is a source of current information about your company

- Your website is easily updated. Information about new products can be released on your website as soon as the product is ready to sell. Any changes or events in your company can be announced immediately.

A website can be a dynamic way of presenting your product

- If your product needs a demonstration for people to understand it's capabilities the Internet can handle that with the use of video, animations, photographs, on-line training. Something a brochure definitely can't do.

A website can be a virtual office or store

- Just like I've demonstrated, you can use the Internet as your virtual office or you can have an on-line store and sell your products even when you're asleep.

A website can provide excellent customer service

- Your website can enhance the service you already provide to your customers, answering their questions and providing additional product information. You can also capture feedback from your customers which will help you provide even better customer service.

A website can be a resource to your customers

- Your website can provide information that they need and want. This keeps your customers coming back to your website.

A website can do customer profiling

- You can ask your website visitors questions which will help you learn more about your them and tailor your products

A website can be an on-line publication

- Your website can be a low cost way of providing information to your customers about the products/services you offer, either through a newsletter or an on-line magazine, called an e-zine. You can build a community of your customers, even promote advertising between them.

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