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## Factsheet – Benefits of a Web Site

This free factsheet helps you to understand how your business can benefit from having an Internet presence.

- Save costs.

Using email to communicate with customers is cheaper than a letter and usually cheaper than a fax or telephone call – this saves time, saves photocopying, saves stationery and postage. A web site is a cost-effective way to reach large numbers of potential customers.

- Advertise your products and services

Permanently switched-on advertising, 24 hours a day, 7 days a week, 365 days a year thus raising your company's profile. The Internet never sleeps – why waste the opportunity.

- Provide enhanced customer services and ease of contact thus building customer loyalty.

By making your business easy to contact you will benefit from increased customer loyalty and impress new customers with the speed at which you can deal with their enquiries via email. Orders can be taken over the Internet, which removes the delay between contact and order. Customers are more likely to return if your service is fast and efficient. Support new and potential customers by providing a frequently asked questions (FAQ) section. A feedback/enquiry form lets customers without email contact your company via the Internet.

- Inform potential customers of the latest offers, prices and new products.

Spread news of your new products or services world-wide, instantly. By placing your catalogue on line, your sales force and customers have immediate access to the information and any changes. By encouraging as many of your customers as possible to use the on line version, you can save on mailing costs.

- Match competitors who already have an Internet presence.

Where there are two comparable companies, the company who has an Internet presence will have a greater potential market. Even if you are the market leader, you can increase your potential by being on line. A web site will help to reinforce an image of your company as a leader.

- Tap into new markets by trading online.

An increasing number of companies and individuals are using the Internet for sourcing supplies and services. A web site will help you to avoid competitive disadvantage, ensuring that you are not missed off customer's shortlists because you are not on the Internet. Also, by providing information over the Internet, potential customers can find information about your products or services immediately.

- Show that your company is dynamic and forward thinking enough to embrace the technology of the Internet.

An Internet presence projects your company as a pro-active, dynamic, high tech, forward thinking, customer centred organisation differentiating yourself from more traditional images. If you want a more traditional image, a web site can easily be tailored to suit that requirement.

Do you want to reap the benefits of the Internet to increase your business profits? Order your web site design from www.chevinside.com **NOW!**