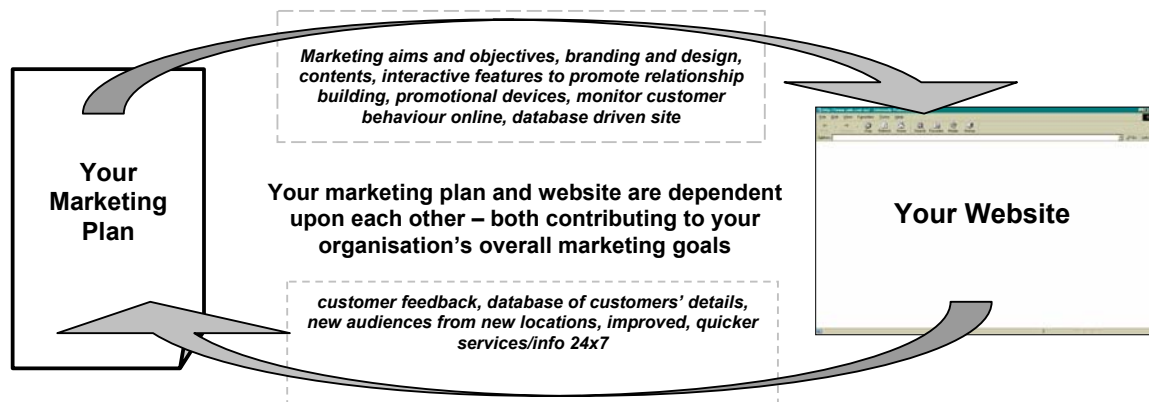


## How the Web Can Enhance Your Marketing Activities



1. **Expand into global markets** – anyone with Internet access from anywhere in the world can visit your website, allowing you to compete in a global market at a relatively low cost.
2. **Enhance your company's image and market position** - a high quality website can enhance your company's image in the eyes of your customers, competitors and suppliers and improve your position and competitiveness in the market.
3. **Compete with the big players** – with a high-quality website, you can compete much more effectively with your larger competitors – no-one knows your size in cyber-space.
4. **Reduce lead times** – your website can react to events and promote your company's activities much faster and cheaper than traditional printed methods, such as mail-outs.
5. **Undertake '24 hour' marketing** – a website allows your customers to learn about your products and services and contact you even when you are sleeping!
6. **Encourage and facilitate communications with your target audience** – encouraging users to contact you by email allows them to communicate with you easily and at a time convenient to them.
7. **Collect valuable user information** – make sure your website uses a database to collect valuable information about your online customers – eg what they buy and demographics. This data can then be used in your marketing plans.
8. **Learn about your target audience** – analysing your website's visitation patterns tells you what products or services grab your users' attention and what information they find most useful.
9. **Respond to customer needs faster** – providing frequently sought-after information on your website (such as product descriptions or rates) allows users to access it much faster than if they had to contact you by phone.
10. **Create powerful, interactive campaigns** – your website can utilise audio, video and animations to convey a much more powerful message than other traditional marketing tools.
11. **Personalise the experience** – by encouraging users to register with your website, you can present them with information you know they are interested in.
12. **Save time and money** – publishing information on your website saves you time and money on printing, photocopying, paper, postage, handling and telephone and processing time. Online marketing campaigns can be executed at a much lower cost than by using traditional marketing methods.

**"Customers love to help themselves. A customer who has visited the website knows what they want when they ring up and are much quicker – this reduces costs."**  
David Tonkin  
CEO, travel.com

**A website with a true marketing focus contains content, features and functionality aimed at satisfying the needs of its target audience.**

Let us evaluate your website using our WebCollie test –  
*the expert, independent round up of your website*

Visit our website for more about WebCollie and the website advice, workshops and assistance we provide.

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