

Small Business Marketing W O R K S H O P

by A1 Small Business Marketing



a1SmallBusinessMarketing.com

Do I Really Need a Website?

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Notes:

I am a Small Business Owner.
Do I Really Need a Website?



DO I REALLY NEED A WEBSITE?

I am a Small Business Owner. Do I Really Need a Website?

If you are a small business owner, this is a question that you must ask yourself? The answer to this question and the reasons behind it are vital to the marketing and management of your small business.

I will help you to answer this question by formulating several other questions that will enable you to answer the BIG QUESTION for yourself, intelligently.

1. What is a Website?

Let us consider the full scope of this first question: what is a website?

If we were to answer this question in the most rudimentary of technical aspects, we would have to say that a website is an image that is typically electronically transmitted from a computer to a peripheral viewing component, such as a monitor or screen.

However, there is another way to address this question by considering the functions that a website fulfills for a business.

Websites can be developed to accomplish a number of functions, including:

- Advertising
- Marketing
- Data Collection
- Data Processing

A website can also act in the following roles:

- Inform
- Educate
- Entertain
- Manage

A Website can assume the following personalities:

- Salesman
- Performer
- Manager
- Office Clerk
- Teacher
- Consultant

A Website can mirror or replace the following conventions:

- Wholesale or Retail Store
- Billboard Advertising
- Business Card
- Brochure
- Magazine
- Books
- Newspapers

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I must answer the question, “What is a Website?” from the _____
of my own individual business and _____.

So, **the important way to answer the question, “What is a Website?”** for you is by *couching the definition* of a Website in **your own business’s environment.**

What is a Website *for your business?*

Is it a business card, brochure, magazine, newsletter, newspaper? *If so, how many of these can it distribute for you and how much will it cost you per piece?*

Does it advertise for your business?

Does it collect and/or process data?

Does it inform, educate, entertain, manage or persuade?

Does it generate business leads or close sales or both?

Does it complete sales transactions?

Does it provide advertising space to other businesses or agencies?

**So, the answer to “what is a Website”
is truly dependent
upon what it does (or can potentially do)
for your business.**

The answer to the question will depend upon the nature of your business and your own personality.

You must answer the question, “What is a Website?” from the environment of your own individual business and personality.

2. What are the most Basic Arguments for Small Businesses Having a Website?

Here are the top three reasons that most small business owners should have a Website today.

1. **MARKETING EXTENSION**. A website can **extend** (almost infinitely) every other form of marketing that you are already doing.

You hand someone a business card - they take it home and easily find your website, where you can reinforce your relationship with them electronically.

The same is true for any other print advertising as well as radio or television advertising. You will extend your message dramatically by publishing your website address along with your message.

2. **INCREASED EXPOSURE**. A couple of decades ago, if someone was looking for a business, they would typically pick up the phone book and turn to the yellow pages to find a business that they were looking for topically.

Today, they slide in front of their computer and type a few keywords into their favorite internet search engine (this is their topical search). Businesses that have increased **exposure** to this demographic receive the benefit of the added inquiries for new business.

3. **PUBLIC EXPECTATION**. Having a website has become a very real

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expectation, just as having a business card. Today, if you hand someone a business card and it does not have your website address printed on it, they will wonder why and will often ask about a website (even when they have no intent to look at it!).

Not having a website today is a sign that you are either unwilling or unable to keep up with the times, which is a negative incentive for new or existing business.

These last two arguments are the "More Bang for Your Buck" arguments. If you have properly developed and marketed your website, it will yield the absolute best ROI of any media.

4. **LOW EXPENSE**. For about the cost of the professional setup and printing of a small box of business cards, you can have a simple, professional and effective website designed.

For less than the cost of a single newspaper, radio, or magazine ad, you can have your website hosted for one to ten years or even more.

5. **EXPONENTIAL ROI**. When a website has been properly developed and marketed, it will always yield the highest ROI (Return on Investment) of any other marketing vehicle.

To properly value your Website's ROI, you need to calculate the functions that your Website performs and assign an annual dollar value to it.

Add all of the functions together to get your total Website Value. Then, divide your total value by your annual website cost. The result is your Website's ROI.

Or: Website Value (divided by) Website Cost (equals) Website ROI.

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My own website
ROI Calculations.



For Example:

My Website: <http://www.justatestsite.com/>

Cost: \$500 per year

Advertising Value: \$500 per year

Customer Service Value: \$500 per year

Sales (Leads & Closing) Value: \$500 per year

Residual Income Value (Ads): \$500 per year

Total Value: \$2,000 per year

Total Value: \$2,000 per year (divided by) Cost: \$500 per year =
400% ROI

Total ROI (Return on Investment): 400%

3. What can I do to evaluate whether or not I need a Website?

Before you start to have a Website developed for your business, you do need to consider why you need it, and then once it is developed and launched, you need to have an accurate method for calculating its value to your business. This, of course, should be done with all of your other marketing as well.

Will a Website work for you? Will it become an asset that will help to feed you or a liability that will eat you? There are five practical **IF and THEN statements** to address.

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Do you want to
Grow Your Business?



Are You Advertising
For Your Business?

1. IF you want to grow your business, THEN you need a Website.

If you are still in the business growing mode, you need a Website. There is no way that a small business that is wanting to grow should be without a website.

Should you have a website for your business? YES. No business in our day should be without a properly developed and marketed website and an ugly or out of date website is worse than no website at all.

Businesses that do not have an effective website presence today will be perceived as less professional and either unwilling or unable to keep up with the times, and those perceptions (whether true or not) will often send the would-be buyer packing off to another business.

Having a website demonstrates that your business is both progressive and permanent. Buyers are becoming more sophisticated and you are presently losing potential customers if you are not providing a website for them.

2. IF you are doing anything else to advertise your business, THEN you need a Website.

If you are advertising using any other media, then having a website to extend that advertising is an absolute must.

Your website must be properly developed and ready to begin the process of converting visitors into clients.

Then, all of your other marketing / advertising should point back to

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Do you want to
Improve Your Relationships
with Your Existing Clients?



How Can My Website
Improve Upon the
Four C's of Marketing
for my Business?

your website. Your website will work for you in an INTERACTIVE fashion 24X7X365!

3. IF you want to improve your relationship with your existing customers, THEN you need a Website.

Do you know the "4 C's of Marketing?". The Small Business Marketing Workshop has a class devoted to teaching these all important "4 C's". The Four C's of Marketing are listed below.

These four simple things will almost always be the unseen guide that leads consumers to action when it comes to the purchase of a product or service. They forge a powerful, yet usually subconscious synergy that greatly influences the buying decisions of American consumers.

Consumer Confidence (TRUST)
Client Convenience (EASE)
Customer Choices (VARIETY)
Constant Communication (AWARENESS)

Anything that you can do that will increase and/or improve any of the "4 Cs of Marketing" will reward you with more business.

A website will improve EACH of the "4 C's of Marketing" for your existing clients. You worked hard and spent a lot of money gaining the clients you have now, and it is over-the-top customer service that is going to keep them.

Don't make it easy for your customers to leave you and take their business to your competition.

Notes:

Local: (360) 565-8312 Toll Free: 888-399-1357

I Help Small Business Owners

- Attract More Clients
- Increase Their Satisfaction
- And Make More Money!




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 **A1 Small Business**
MARKETING

www.a1sbm.com

I CAN HELP YOU attract more clients, increase their satisfaction and make more money.

Douglas E. Nevill
*Marketing Consultant
Seminar Speaker
Workshop Instructor*

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Mention my card & save \$25.
1-888-737-9608

From your Business Card
To Your Website!



Are you distributing
Business Cards?

3. IF you are distributing business cards, THEN you need a Website.

Yes. I mean this! Even if the ONLY thing you say that you are doing to market your business is to distribute business cards, then you should have a website and have your website URL (Domain Name) printed on your business cards!

The majority of truly interested leads for your business will go to their homes or offices and type in your website address to learn more about you.

Be sure and take advantage of all of the resources related to website development and marketing that are provided by A1 Small Business Marketing and the A1 Small Business Marketing Workshops!

Visit www.a1sbm.com for a complete list, or call us toll free at 888-399-1357.

4. IF you want to extend your open hours, THEN you need a Website.

I have counseled thousands of small business owners in group settings and hundreds of small business owners one on one, and have seen the horror rise in their faces as this following fact is revealed and made real to their minds:

In most cases, their clients and prospective clients are doing the exact same thing from 9 to 5 that they are! **They are working!**

Question: how can they "shop" with you when they are at work?

They have to take time off, come in on a day off, or take their lunch

hour. This is INCONVIENT and you are marketing in America. American consumers are consumed with convenience.

That is the main reason why a certain business location that has a lot of traffic and high visibility will fail with business after business after business - because it is inconvenient for customers to get in our out or both.

Rather than be **tortured** by the *inconvenience*, the American consumer simply consumes somewhere else that is more convenient, even if it ends up taking him longer in the long run.

If you know this and think that you are going to win over this well-established fact in the American marketplace, just go ahead and get in line behind all of the other fools who failed before you!

I have big news for you: during lunch, they are probably going to each lunch, so unless you are one of their favorite restaurants, that won't be seeing you on their lunch hour!

CONVENIENCE SELLS! One of the smartest things that you could do if you are the owner of a brick and mortar business, is to extend your office hours.

The easiest (and least expensive way) to extend your business's open hours is to have a well developed website.

Do a little research about your target market. Some excellent resources within the A1 Small Business Marketing Workshop are "Seven Steps to a Winning Marketing Plan" (Learn how to develop a marketing plan that will work) and "Planning a Fishing Trip" (We use the analogy of fishing to learn the basic precepts of marketing research)

I urge you to acquire the resources listed above. They are offered for a tiny fraction of their real value to you at www.a1sbm.com.

However, even without buying and using my recommended resources above, you and your staff, family and friends could sit down and get a good start on defining your target market and learning their habits.

If you discover that 75% of them are working during your open hours, you need to change your open hours, because that would mean that you can only reach 25% of your potential market.

Why not open EARLY, close during the day and then reopen LATE? If this sounds impossible, just think it through. Or, maybe what you should do is work on your website and get it working for you 24 hours a day, 7 days a week, and 365 days a year!

Most internet sales are made for reasons of CONVENIENCE, not PRICE.

Curtis Customer or Carol Customer have worked 9 am - 5 pm, they have returned home, had supper, and sit down at the computer with a cup of coffee, a beer, a pop, or a glass of wine and shop from home.

**It is NOT that they don't WAN'T to shop with you!
They simply CAN'T shop with you,
because you are CLOSED!**

... and they are tired, and they are settled in at home.

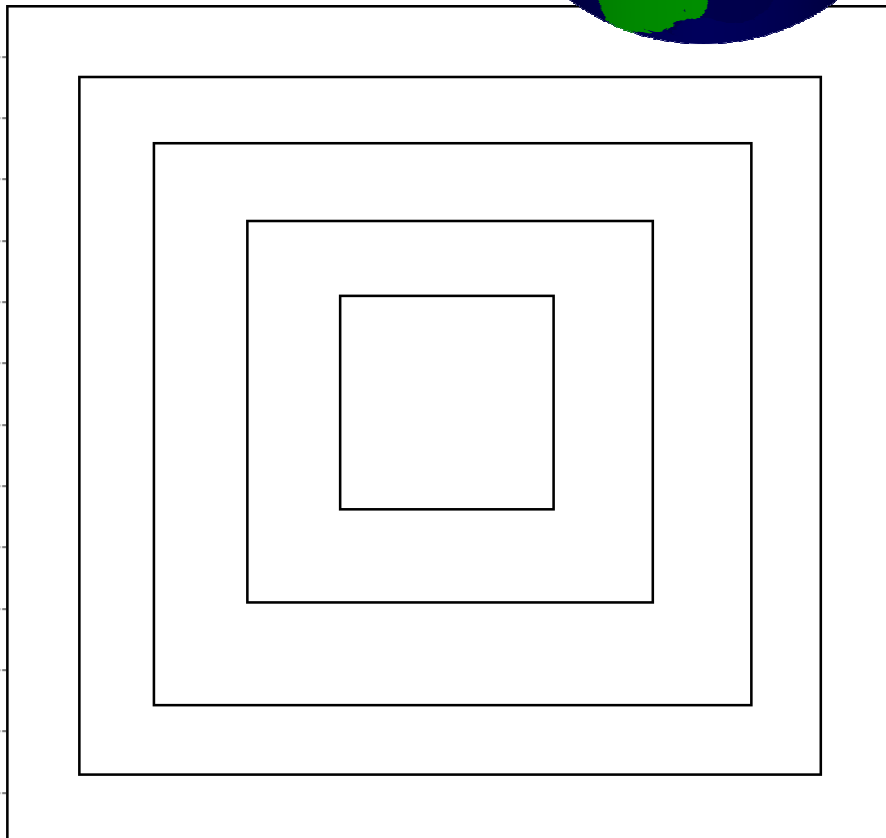
Think about it, then act upon it, *unless you are really stupid.*

Notes:



Do You Want to
Reach a Larger Area?

What is your
Geographic Reach?



5. IF you want to expand your geographic market area, THEN you need a Website.

I know this well. The first website that I built for myself was this one: BusinessCardsToday.biz.

That one website brought me customers and cash from every US State, including Alaska and Hawaii, as well as Canada, Mexico, Europe and South America.

I have THOUSANDS of customers from all over the USA and even a few foreign countries because of that one little website, so I know from personal experience that this works, and I know how to make it work.

The vehicle that carries your website is called the WORLD WIDE WEB. That is what the "www" in a web page URL (Uniform Resource Locator) stands for.

Your website is literally visible to everyone in the world that has a computer and an internet connection.

The important part of this is that the majority of your potential clients as well as your current clients are already connected to the internet.

If you have a product or service that you can provide to a larger demographic than you currently reach, then you are missing out if you don't have a website.

Get one up, and have it properly optimized for search engines right away!

The A1 Small Business Marketing Workshops has several classes on SEO (Search Engine Optimization) and Internet Marketing that you

should get your hands on.

A few are:

- The Top Ten Tips of Search Engine Optimization
- On-site SEO
- Off-Site SEO
- The Three Dynamics of Successfully Marketing Your Business Via Your Website
- The Seven Arenas of Internet Marketing
- Articles in Action
- Stretching Your Tents and Driving Your Stakes

One of my clients (a very SMART) client, has just extended his business virtually through his website and is selling his services in other markets **just beyond his reach** through his website.

He has contracted with "coopetition" (Competitors that he is Cooperating with) to provide them with leads for new business for them for a commission. You may be able to do this, too! How much would you pay for someone to give you a lead for new business? Paying a commission after a sale is a lot easier than buying advertising before a sale!

I have websites that I have developed as cash flow machines for myself and have optimized them for the internet search engines that bring me regular business from all over the USA. Many of the products I am simply servicing and retailing. They often drop ship from a fulfillment center for me.

I sell these products easily and realize a handsome profit. **Why?** Because **I operate the website that they find when they are looking for the products or services.** I publish a unique toll free number for each of these businesses and use my own little call center to process the calls, answering in the name of each individual business. (<http://www.a1tollfree.com>)

People buy from me because I provide good service AND convenience!