



Why Do I Need A Web Site?

One of the first places people look for something these days is on the Internet. More people are likely to search for information, services and YOU online than in the phonebook! The question isn't if they'll find what they're looking for, but where it will be found. If you don't have a Web site and your competitor does, well, you get the idea...

Advertise Your Business
 Referrals and word of mouth are the best form of advertising, but in this day and age it isn't enough. Using print or radio advertising, how much would it cost to make your company information, products and services available to millions of potential customers 24/7/365 days a year? With your own Web site, this level of exposure could cost you less than \$1.00 a day.

Feedback Method
 Five years ago if a company wanted to find out what their customers were thinking they conducted survey. Today businesses still conduct surveys, but at a much lower cost and with much faster results. Your customers will probably toss a survey card (that you paid to have printed and mailed) in the trash - just more junk mail. Ask them their opinion on the Web and you will be amazed at the tremendous amount of information you can obtain.

Reasons to Get Online

- To establish a presence
- To network
- To enhance brand awareness
- To make business information available
- To serve your customers
- To heighten public interest
- To release time sensitive materials
- To sell products and services
- To make pictures, sound, and film files available
- To reach a highly desirable demographic market
- To answer frequently asked questions
- To stay in contact with salespeople
- To open international markets
- To create a 24-hour service
- To make changing information available quickly
- To allow feedback from customers
- To test market new services and products
- To reach the media
- To reach the education and youth markets
- To reach specialized markets
- To serve your local market

How much do you spend on marketing materials? If someone requests literature that you have to mail, by the time they receive it, they may not even remember they wanted it. The Internet lets you put your marketing information on-line so it is INSTANTLY available. And you have no printing, handling, or mailing costs, plus you never get stuck with stacks of out-of-date literature.

You can use your Web Site address (Domain) on all business cards, letterhead and printed literature as well as newspaper, magazine, radio and television advertising.

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