

HAVE OR HAVE NOT

In today's digital world, having a business website is not a luxury. It should be the center of a good marketing plan and a means for consumers to find you. Think of your website as a press release – “Who-What-Where”. Is everyone on the internet? Of course not, although having a website has become essential in our digital world and a sizable percentage of people use the internet as their digital “Yellow Pages” ... although it doesn't stop there.

It's all about marketing.

Your website needs to be user friendly, have useful content, easy to navigate, and be responsive (seen in its entirety on small devices like cell phones without having to scroll left or right). Last, but not least, you should have a plan on how you are going to encourage people to visit your site, a reason for them to return, and so much more!!

What is your time worth?

Websites have evolved over the years and so has the means to create that online presence including high end design firms to DIY options. Not all businesses have the financial means to hire a pricey designer although some of the DIY options can be a bit daunting and not as user friendly as they advertise. Besides hidden costs, your website may contain unwanted advertising and may look like thousands of other websites. As the saying goes; “Buyer Beware”.

When looking to save money, remember some DIY design companies suggest they are free although many are not over time. Ultimately, you could be paying more so don't fall into the “free trap”. Remember to read the fine print because many DIY options have monthly fees and you are under contract to pay on an ongoing basis for years to come. Do the math before you commit. There could be a better option and more cost-effective route without breaking the bank.

On a personal note, my family and I wanted to order from a local restaurant recently, did an online search and couldn't find them so we chose to go elsewhere! Could we have picked up the phone and called? Yes, but we wanted to see their menu before we decided what to order. What does that tell you? It doesn't matter if you are buying food, looking for a gift or need a service – online presence is important and your website is not just a calling card, it is an “Integrated Marketing” part of your business defined as;

**** Integrated Marketing** is an approach to creating a unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to meld all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as a unified force. It is a process designed to ensure that all messaging and communications strategies are consistent across all channels and are centered on the customer.

Information brought to you by Willow Marketing Solutions

Contact us at 81-786-4409 or willowofficesolutions@gmail.com