

8/1/05 - Newsletter: Web Marketing Drives Business

Now that we are in the dog days of summer, it is time to think about marketing for the Fall rush. What marketing techniques do U.S. small and midsize business owners say are *critical to driving business*? Well according to Interland:

1. Community relations-----55%
2. Website-----47%
3. PR/media coverage-----31%
4. Direct mail-----26%
5. Yellow pages-----23%
6. E-mail-----21%
7. Newspaper ads-----21%
8. Search engine keywords----18%
9. Telephone marketing-----10%
10. Outdoor advertising-----10%
11. Magazine advertising-----6%
12. Radio Ads-----6%
13. Web banner ads-----5%

So your business website is number two on the list and if we include the use of e-mail, search engine keywords and Web banner ads, its a whopping number 1.

Is your site ready to sell visitors on your company, products and services? Now is the time to look at your site from the visitor viewpoint. Does it:

- Project the right image?
- Portray your business in a way that inspires confidence?
- Sell the visitor on taking the next step of contacting you?

If your answer to any of these questions is No you are shortchanging your sales. Contact us for free consultation regarding a web site tune-up.

Do not ignore the power of E-mail: E-mail offers the opportunity to extend and accelerate the customer's next visit or purchase, and, perhaps more important, drive long-term customer relationships in a cost-efficient way by capturing and leveraging the knowledge gained over time. Visit [E-mail Campaign Help](#) for details.

Our newest web site: - [Highland Window Company LLC](#)

Highland Window Company, located in Hartford, CT, has established itself as one of Connecticut's leading window replacement companies. RP Design was asked to redesign Highland's existing web site. We gave the site a complete overhaul, featuring custom graphics, user-friendly navigation, and mouse over effects that allow the visitor to see a large amount of product photos with little download time.

Classic web site: - [National Registry Monuments & Memorials](#)

The National Registry of American Monuments & Memorials is a reference web site that identifies, describes, and classifies U.S. public monuments and memorials.

RP Design was asked to create a database-driven web site that would support a large amount of information that is frequently updated. This site contains complex programming features such as charts and graphs that display information based on items typed in by the visitor, and much more.

Call or E-mail us about how you would like your web site to better serve your business or if you have ideas about future newsletters.

Your Team at RP Design Web Services