

5/18/06: Newsletter - Smart Web Sites Sell

Today we sell to the besieged generation and traditional forms of advertising like mailers, newspapers, magazines, yellow pages, or phone calls are simply not keeping up. No matter what you are selling, products or services, the vast majority of prospective customers will search the web to find you. Even for storefront merchants such as realtors, car dealers or retailers over 80% of their business visitors have searched the web before entering their store.

Are you prepared? Do you have a website that turns visitors on or off? And, perhaps most important, is your site being used to proactively market your business?

The Smart Website is integral to your marketing and advertising campaigns. Consider updating your site to:

- Engage the target audience
- Generate the visitor response that you want

An effective campaign drives prospects to your website, where you can track their response. Once you lure them, make the visit proactive, using e-mail to auto respond and push information to them in the future.

Make this easier to do by tying the site into your daily activities. How? Many of our clients maintain membership lists on their site, allow visitors to enroll, customers to pay, and meeting notices to be automatically sent and posted on their web site calendar page. All without their intervention.

Want to know how a Smart Website could benefit your business? Call or e-mail for a free consultation.

Best Regards,

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