

Use the Internet

USE THE INTERNET TO YOUR ADVANTAGE

The biggest challenge for any business today is having a loyal customer base to refer your products and services. This blog will help you identify ways to get an edge over your competitors, increase return spend from customers, grow your customer base and ultimately bring in more revenue to your business.

Use the internet to your advantage

Use the internet to your advantage. The internet has changed the business playing field drastically, as it provides all businesses a very effective form of marketing that doesn't break the bank. A recent study has shown that one third of consumers use the internet first as a tool to source their product knowledge and another 15 percent cited specific products to be of interest via an online advertisement.

So, no matter the size of your business or what your brand is about, if you lack an online presence, you will lose out to your online competitors as most potential customers use Google or other search engines to find information about a products, services and companies. It can seriously impact your credibility and market reputation if you chose to ignore these factors.

SOCIAL CHANNEL

If you are new to creating an online presence, you will need to look at getting your business set up with a website or social page as this is a vital step to bringing your brand to life. Using internet advertising like Google AdWords, blogs etc. will help to gain visits and activity to your website. You could also consider using e-Commerce websites with pay gate systems where customers can purchase directly from you. These serve as online portals where you can display and sell your products or services and communicate relevant information to your prospects.

The next step would be to identify a primary social channel – do this by asking your customers what social channels they primarily use. Social networks utilise user information to deliver highly relevant advertisements based on interactions within a specific platform. Social advertising can provide huge increases in conversions and sales with a lower cost of acquisition.

- Set up an ecommerce website, and/or review your current website, allow for easy navigation and online ordering. If a customer struggles to find information, or to place an order they will take their business elsewhere.
- Have your sales team post helpful information, advice and ideas that provide value to your audience.
- Have your sales team boost your digital presence, this will enhance their chance of prospects noticing you and connecting with you online



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