



## **Communication – Internet Style**

### **Harnessing the Communication Power of the Internet**

The Internet is rapidly changing the way we do business. Whether it's communication, sales or e-commerce, it has given us a whole new set of options concerning our business operations. A few years ago, it was primarily used for sales and marketing; the net-equivalent of a company brochure. Today however, the Internet has evolved into a powerful, cost-effective tool to aid in the operation of a business or organization.

Companies that once had basic sales-oriented websites are transforming them into more function-driven corporate communication and management tools. And as new technologies emerge, the cost for development of these tools is making it possible for even the smallest of businesses to take advantage of the net.

Let's explore how to use the Internet to leverage our resources through Web Site Visibility and E-mail Utilization.

### **Cost Efficient Marketing and Advertising**

With the recession hitting, businesses have to watch their spending while at the same time they need to promote and advertise constantly.

The cost of an effective print marketing campaign can cost anywhere from \$50,000 - 100,000, and will only insure that you are reaching your audience for a certain period of time. The cost of an intense search engine optimization campaign is a fraction of this cost, and the effects can be seen long after the campaign is initiated.

A successful optimization plan campaign can position your online business ahead of your competition and poise your company to reap the benefits of increased customer spending. If you perform a search for "new CD's" on Google, you will find that two of the Internet giants Amazon and Ebay are buried underneath the first 3 pages of results. You may be saying, "These two companies are so big and popular, why would they need search engine optimization (SEO)?"

The reason is because the majority of people, like myself, do not think of either of these companies when they are thinking of where to buy a new CD. When this happens the user will go to a search engine and perform a search. If your website doesn't come up, you are missing out on business.

### **Web Site Visibility**

It is no secret that the best way to reach your target market online is through search engine optimization (SEO). There are millions of Internet users worldwide and over 80% of them using the search engines to reach their website destinations.



The same people that you see window shopping and buying your product in the "brick and mortar" store are the same people that are surfing the Internet at home and work. The same people that had in the past done all of their shopping at the store are now performing pre-shopping and shopping online. A recent study reports that 66% of all adults in the U.S. said that Internet research "surfing the net" plays a role in their purchase decision.

Through an effective optimization plan your website traffic can increase at levels of 100 - 600%. Search engine optimization produces increases in targeted traffic to your website through top rankings in the search engines as well as visibility within the directories and other websites.

Customers in the industrial market typically don't tend to purchase online however SEO can help your business obtain visibility. As mentioned above, many people are window-shopping on the Internet, and you can direct these visitors to your "brick and mortar store", and/or your distribution network, through an effectively implemented website.

### **E-mail Utilization**

If your company is a typical small industrial manufacturer, you sell through a network of independent manufacturers representatives. To motivate them, requires your support.

Reps need and want to be knowledgeable of your company, your products and application successes. Yet, their workday is filled with: face-to-face customer sales calls, phone contacts, follow-ups, meetings, quote generation, order processing and expediting. They are pulled in 100's of directions every single day. No wonder then that getting them to focus on your company's products and applications is no easy job. Email utilization can help tremendously.

If you're not taking advantage of the tremendous communication power of the Internet, it's only a matter of time before your competitors "eat your lunch".

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