

# *Got a website – but where's the visitors?*

## How to maximise the power of online marketing.

- 1. Owning a website is a continual process not a one-off event** - Just having a fancy website will not deliver visitors to the site without on-going marketing support. A site needs to be relevant to customers, constantly updated and linked to your wider marketing campaigns to build the number of visitors you want.
- 2. Don't just depend on search engines** - Although those searching online for a new product or service are important, never forget your existing customers. They need to be regularly informed of the benefits of your product or service and reminded to visit your website through using an integrated marketing effort both online and offline.
- 3. Unleash the power of your customer database** - Research shows that it is normally 8-10 times cheaper and more effective to encourage existing customers to buy more, than it is to find new customers. With an effective database you can send electronic marketing messages to your most important customers whenever you like.
- 4. Use E-newsletters and E-brochures** - Cost-effective and powerful, HTML newsletters and Flash brochures are an efficient tool to inform customers and remind them of your brand. They are also an excellent way to announce special offers and sales promotions when you need to give your sales a quick boost.
- 5. Integrate your marketing online and offline** - Remember to include your website URL wherever you can, and not just online. Business cards, brochures and advertisements are obvious candidates, but what about invoices, quotations, letterheads and compliment slips? Take every opportunity to draw attention to your website.
- 6. Remember to brand your Email** - Email is a fantastic communications tool, but also an opportunity to build your online brand. Signatures and V-cards not only look more professional, they can also link to your website and display your company logo.

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