

HOW WEB SITES CREATE VALUE

A Long Term Investment, Not a Short Term Cost

When clients are deciding to purchase a web site they commonly ask about the benefits that a web page can provide. As a result, we have made the following document to highlight some of the most prominent ways that a web site can create value.

(1) Better Use of Advertising Dollars

A primary benefit of a web page is its ability to promote an organization, a product, a service, or a concept for much less money than conventional advertising can. In contrast to a print or radio advertisements that typically run a limited number of times per purchase, a website is an investment that can last for years. Additionally, rather than forcing a large amount of information into a small advertisement space, you can use your limitless supply of virtual web space to display a large advertisement in a visually highly appealing manner.

(2) Strengthens All Other Promotions

When an organization decides to advertise via print or radio the time and space provided is typically very restrictive and in turn allows a low amount of information to be conveyed to a target audience. A web site represents a key mechanism to increase the value gained from these advertising expenses as all print and radio advertisements can also cross promote your web site as a location where all interested persons can find out more information if they are interested to do so.

(3) Products and Services Walkthroughs

A web site is a valuable tool for displaying a wide range of information for clients in a visually appealing and informative fashion. Quality web sites commonly use a combination of text, photos, audio, and video to highlight a variety of key selling points related to products and services offered by an organization. This is particularly helpful as it allows customers to become more informed about a product and service before they make contact with your organization. This consistently available source of information is particularly important today as clients commonly want to discover a majority of the information they require to make purchasing decisions at their own pace.

A web site is also a particularly helpful resource when an organization is attempting to describe a catalog of products and services over the phone or by email. Because describing products, services, and a range of pricing options is often repetitive and time consuming, a web site can act as a common visual reference point for both parties to discuss any questions that may come up and reduce the time required to fully inform a customer of the potential options.

(4) Interactive Tools that Cut Costs and Increase Sales

A web site is valuable for its ability to get your customers to do something in relation to your business for themselves, such as requesting a quote, submitting an order, or booking a service. All of these activities reduce administrative work for your organization and make the sales procedure easier for all parties. When a customer can easily view information and purchase a product or service themselves via a web site, heightened sales is a common outcome.

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