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12 Benefits of Having a Website

In today's competitive marketplace, having a website is essential in terms of broadening your customer base, increasing the number of sales that are generated and keeping communication messages up to date.

Key Benefits of having a website:

1. Reach out to New Customers

A recent study has demonstrated that 75 million people worldwide use the internet. And of this, 60% have shopped online at least once. Having a website enables you to reach out to this international audience which is confident about shopping online. In so doing, you will be able to attract business from customers all over the world, who would be unlikely to find you were you not have a site.

2. More Likely to Close a Sale

Having a website is like having a permanent electronic advertisement media for your products and services and unlike traditional advertising channels, users are able to have direct contact with you as soon as they see your website. After all, with the click of a mouse they are able to send an inquiry to you via an online contact form or make a purchase.

The more steps a potential customer has to make to purchase, the less likely they are to do so. Therefore, by simplifying the buying process, a website makes it more likely that you will close a sale.

3. Improves the Effectiveness of Offline Advertising

When you pay for a print ad and do not have a website to direct people to, you will have to ask them to call a particular telephone number for further information. The problem with this is that the consumers who see your ad have to wait until you are open to contact you. As a result there is a risk that they might forget to call or simply be too busy to do so during office hours. However, when your company's website is mentioned in your ad, customers will be able to look visit the site and buy your products as soon as the urge strikes them; regardless of whether or not you are actually open for business.

4. Time and Cost Advantage

In the absence of a website, only print advertisement can help you make sales. Repeat printing means that you have to spend more money on your brochures, etc. or every time you want to update your company's information including change of product range this process has to be repeated. Websites though can be updated easily and as often as you like, without having to spend any money to do so. No other advertising medium offers such flexibility.

5. Stay ahead of Your Competition

Many forward thinking businesses are tapping into the growing popularity of the internet by establishing an online presence. Some of those businesses are likely to be your competitors. Therefore, having a website is both necessary in order to maintain your competitive edge and to stay ahead of those who are not.



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6. Diversified Revenue Channels

A website is not just a medium for representation of your company, it is a form of media from which everybody can acquire information. You can use this media to sell products and services of your current and potential clients as well as advertising space to other businesses.

7. 24/7/365

By creating a website your business will run 24 hours a day and 365 days a year

8. Convenience of Accessibility

By offering products and services on the internet, you will be providing accessibility to your products and services to current and potential customers at their convenience.

9. Growth Opportunity

A website serves as a great place to showcase the business to potential investors. They can visibly witness the potential of your company in how it currently is doing and how much further it can grow.

10. Two-Way Communicative Marketing

Customers can quickly and easily provide feedback on your products, services or marketing approach.

11. Cheap Market Research

By application of certain features on the website such as visitor polls, online surveys and website statistics, more information can be gathered to find out what your customers like more and how they feel about certain aspects of your business. This will help determine the weakness and clarify the points to improve on.

Website statistics can demonstrate how much traffic your website receives, how the visitors arrived at your website and where, geographically, the visitors are from.

12. Home Based Business

Having a website for a home based business also works as one of the most valuable marketing tools. Your website will be your own virtual office - one that you can work on at any time. All updates, new products and services can all be added to the website at will. Websites are very inexpensive to run, and many people learn how to put together their own with very little effort.