
The Internet Can Transform Your Business

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The internet has the means of transforming your business by expanding its reach and scope. It is probably the first time in history that a small business entity can have a giant persona. This is a chance to repackage a business into a different format, one that stands out from the herd. Repackaging it does not mean changing the business model but changing how you address and present your package. Following the land locked brick and mortar businesses of previous generations will hamper your growth.

There are a few very important things from a business and marketing prospective that are tantamount to success in this era of high tech.

1. The understanding of individuals and their response to advertising has not changed, what has change is the chance to address and use the knowledge a new way.
2. The ability to meet people and engage them has just been expanded to the point that it would have never been possible before.
3. Print advertisement offers a limited and flawed way to reach the optimum population.
4. People vary in the way stimuli reach them and how they learn. Individual learning differences occur to a large degree and depends on if they perceive best by sight or sound.
5. The internet packages the messages in different forms that make it available in a way that any learning style can relate to. This means that if your future customer prefers visual than video, pictures, content, and grafts can convey your message. If they learn best with audio the internet has audio on the videos and plain audio messages.
6. Building relationships occurs over time and the internet gives you the ability to form a bond through newsletters, blogs, news, and e-mails.
7. It is the closest thing to face to face selling. From video and pictures of your business to being able to get feedback though online surveys, comments left on blogs, and e-mail replies you get visitors impressions in real time.
8. People use the internet for different purposes. The search engine user is looking for information. Sometimes it is because they have a problem and are looking for the solution, and other times they are looking for information on things that are of interest.
9. The web is seen as an entertainment source to many people that surf it. Entertainment is considered a component of the internet experience, from getting humorous e-mails, to viewing wacky videos.

10. This is the place to be inspirational, descriptive, and provocative and run ahead of the pack.

If this alone is not an invitation that is enticing enough to make the web your primary marketing tool, than just tune in and follow along for the why and how virtual marketing will be the dominate source of profit for many companies.