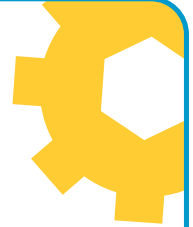


The Internet - Incorporating Online Marketing into Your Business.



Quiz: Online marketing requires big bucks! Yes / No?

If you answered 'Yes', you couldn't be more wrong.

In this issue, we will show you how some small business owners have done it so easily and affordably that you will feel inspired to start on your own online journey rightaway!

First, think about all your customer Touch Points.

These include, but are not limited to:

- ▶ Your shopfront
- ▶ Your store
- ▶ Advertisements
- ▶ Office stationery
- ▶ Email

In the next few paragraphs, we will demonstrate how all these touch points can be deployed to market your business very effectively online.





Your Shopfront

Recently, a shopping trip for a sofa revealed a few consistent findings:-

By 8pm, almost all these stores were closed with the lights in their showrooms switched off.

True, they all had opening and closing times prominently posted on their doors, but one glaring omission that would have made all the difference to the shopper would have been a simple line, beneath the opening and closing hours that said:

“For the complete range of our sofas and dining room sets, visit us anytime at www.abcfurniturecompany.com”

Our point is this:

Your physical store will have to close, but your online store doesn't. Let your potential customers know that. Let them form a favourable impression of your brand by knowing you always think about them.

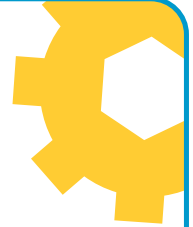
Inside Your Store

Whether they are serious buyers or just browser-bys, customers inside your store are already starting a relationship with you. Get to know them better, understand their needs and you can start converting them into high yield customers.

But you do not have to restrict your activities to the brick and mortar store. Extend this practice online.

Take the example of The Coffee Bean & Tea Leaf. For years, they have encouraged their customers to drop off a name card in their stores. In return, the customer gets a chance to win months' worth of free coffee and be the first to know of any in-store promotions.

By keeping at it doggedly, The Coffee Bean & Tea Leaf has formed special relationships with thousands of customers over the years. Their monthly eNewsletters offer customers special deals and keep them informed of new products that Coffee Bean is launching.



Advertisements

Most companies do some form of advertising, be it in magazines, dailies or direct mail, brochures and leaflets. We have noticed that quite a few now list their website address in the advertisements. Good first step!

But you can go one or two steps further.

Think about how you can entice people to go to your site to continue the interaction.

You'll see examples of these with big advertisers like:

- **Volvo** (<http://www.volvocars.com/Asia/LifeOnBoard/default.htm>)
- **Mercedes Benz** (<http://www.mercedes-benzandme.com/global/index.php>)
- **Zuji** (<http://www.zuji.com/hotels>)

where a strong online element has been incorporated to the TV advertisements.

You don't need huge budgets to do this.

For eg, you could ask people to take an online poll, participate in a lucky draw, post an opinion or a picture at your website as an extension of what you do in brochures or mailers. Whatever the activity may be, it should ultimately **increase** your interaction time with your target audience and makes a bigger bang for your advertising buck.

Office Stationery

Although this is widely practiced, it is still worth mentioning. Putting your website and email address on your office stationery (envelope, letter head, fax from, business cards etc) gives your potential customer more options to contact you.

It is an easy, convenient and 24x7 way for someone to find out more about your company and products.

Email

The points for office stationery would generally apply to email. Paradoxically, the problem with most emails is **not** that they do not provide online contact options, it is the **absence** of other contact information such as telephone / fax numbers and mailing address.

Please include these in your email 'signature'. It makes it easier for people to contact you.

If you use Outlook, you can set your signature by using the following steps:

- 1) Options > Mail Format > Click on 'Signatures'
- 2) Select 'Edit' if you already have a signature or 'New' if you do not have one.
- 3) Type in:
 - Your name
 - Your email address
 - Your office telephone
 - Your office fax
 - Your website address
 - Your mailing address
- 4) Click 'OK' all the way.

You now have a new signature. Every time you compose an email, this signature will be inserted at the bottom of your email.

That's all we have for you this month.

In the next issue we will discuss best practices in email marketing.

Subscribe to our newsletter, and over the course of the next few months, we will discuss online marketing best practices, common boo-boos and share case studies.

The digital revolution is upon us. 'Are you with us or are you against us?'

PS: Found this newsletter informative and useful? Email us with your comments, questions or other topics you would like covered at custservice@designdepot.com.sg

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