

## attract more customers with less effort through smart marketing



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**Are you dreaming of customers automatically coming to you? Thanks to today's digital age, this is not just a fantasy anymore.**

Marketing is all about being seen in the market place, reaching customers who will benefit from your services and products, and building a great reputation for your company and brand. Ultimately you want clients who rave about your product and company and recommend them to their friends.

How do you achieve this? There are many channels, some of the most common and still important ones being sales, TV, press, radio advertising and promotions. But with the digital age a whole new world has opened to you and you now can let the internet do some of the work - automatically. After all, it's about working smarter, not harder! It's about developing ways to make more customers come to you with a whole lot less effort on your part.

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### Goodbye websites!

This might be a controversial statement when read on its own. Of course you need a web presence. But the days of promoting your business through a static website are numbered. Why would you spend thousands of dollars for an internet presence that then does not actively work for you, generating new customers, engaging existing customers or even making money for you?

### Hello online business

An online business is more than a website. Once it's set up, it's quietly working for you behind the scenes. It lets you easily update your site without having to ask (and pay!) your

web developer every time you want to make a change. It builds your customer database automatically and makes customer interactions so much easier. It sends out newsletters to your customers whenever you choose to, at the click of a button, at virtually no cost. It even sells products for you - 24 hours a day, seven days a week.

### Look at an online business as an investment, not expenditure.

A well-structured, well-designed and search engine-optimised online business will repay your initial investment in no time. And it pays to do your research too. If you already have a website analyse just how much information you get from it, and ask yourself: Can I update it easily? Does it generate new customers and build my customer database? Does it drive business through my door? Can I easily keep in touch with my customers? Does it have e-Marketing facilities? Is it providing me with statistics and information I want? Can I sell my products online? Is it search engine friendly?

If your answer to most of these questions is "no", then it may be time to look at an online business solution that can do all that for you and more. **B**

## dare to be different and see the results

There's no business quite like yours. The challenge is conveying your unique qualities and product benefits to your potential customers. To become the leader in your field, partner with us. We create fresh marketing and advertising ideas that stand out and get you noticed. Experience **The Swiss Standard**.



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