

# Importance Of Establishing Online Presence From SMB Perspective

# Web Presence Imperative – SMB Perspective



- SMB's account for major chunk in total exports
- Internet has played a major role in its growth
- E-commerce and Web Presence create an immediate impact on sales & marketing efforts
- Putting your business, products and services on web is potentially reaching the global market
- If you're not internet active, you're at a competitive disadvantage
- 81% of customers go online first to find out more about a business



# Research Of Past 10 Years



- Research done by a renowned University
- Internet usage has soared from essentially 0 percent to almost 60 per cent in the US.
- These 90 million or so people spend an average of 3 hours per day browsing the web and using email.
- In not having your details on the Internet, you effectively miss out on **three hours of every day when you could be reaching out to 90 million users !!!**



# Irresistible Web Presence



- Be Open for Business 24 Hours a Day
- Reach New Markets with a Global Audience
- Present a Professional and Credible Image
- Improved Customer Service & Customer Feedback
- Save Money on Printing and Distribution Costs
- Create a Product or Service Showcase
- Worldwide Exposure
- More Money from Your Site
- Great Recruiting Tool
- Transfer Information to Branches and Affiliates
- Improve Your Advertising Effectiveness



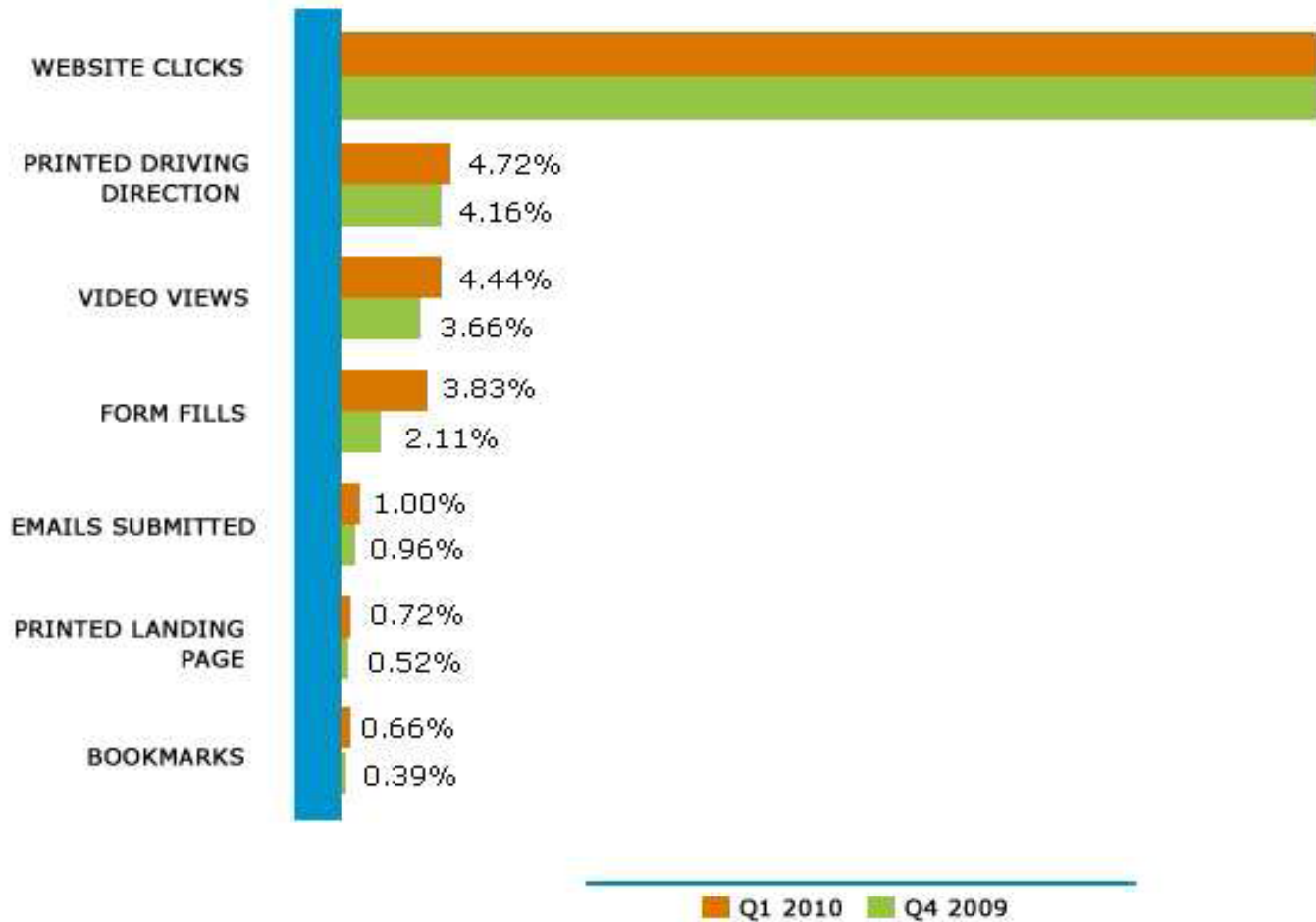
# Importance Of Web Presence



- 56 % of SMB owners recognizing e-Commerce as the main driver to lead their organizations towards increasing global
- Cheaper Market Research
- Leverage the massive reach of the Internet and the precision targeting of the search engines and directories
- On web everything is measurable
- From Q4 2009 to Q1 2010, there was a 35% increase in the percentage of search clicks that resulted in a phone call for advertisers with call tracking numbers



# Importance Of Web Presence



Percent of All conversions by Type (Excluding Calls)



# Ways To Establish & Enhance



- Secure hosting solutions from a reputable hosting company
- SEO
- Offsite Optimization
- Social Media
- PPC advertising
- Affiliate marketing



# A MUST For A Professional Setup



- The future of internet transactions is a fairly obvious one
- Beauty of internet is that an organization need not have a full fledged website to generate online exposure
- Cost effective online tools for enhancement of an Internet based personality
- “If you are not in there, then one of your competitors is going to be in there, no matter where you live. If you are not going getting into this stuff, one your competitors is going to before you and they put such a leg up on you that it would be really, really hard to come back from that loss”



# Web Presence Benefits



# THANK YOU !

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