

Now That You Have A Web Site

After spending a chunk of money on a new web site, there is a tendency to believe that your prospective customers are going to be able to almost automatically find it. Nothing can be further from the truth! Your web site is probably the most complete first impression of your company that a person could get, so it is important to re-think everything else you put your name on to determine how it may interrelate with your web site. We think of it as creating a circle: Your customers see your web site advertised in your store, they go to the site and see a sale or special they missed, and then go back to the store. When they don't have time to visit or call, they may peruse your site to see what's new. This is not just a retail phenomena...the entire concept of "branding" relies on the assumption that the more familiar a customer is with a brand name, the more likely they are to think of that when they are ready to make a purchase!

Now that you have a web site, have you made sure these items include your URL or a reference to your web site?

- Business Cards
- Letterhead
- Envelopes
- Invoices
- Billboards
- Trade Journal Ads
- Promotional Items such as mugs, pens
- Company vehicles
- Magazine/Newspaper Ads
- Line Cards
- Catalogs
- Company shirts or uniforms
- Radio/TV advertising
- Trade show booth
- Yellow Pages Ad
- In-Store Displays
- Employment Application
- Coupons
- Menus
- Brochures