



Part of the Washington SBDC Podcast Series

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Marketing on the Internet:

Myths vs. Reality

- **Myth #1:** Every business needs a website
 - Geographic region, type of product, price range, target market, the competition can all influence this decision
 - If you cannot deliver your services or products over the web a website may not help you
- **Myth #2:** An internet site is an inexpensive way to sell your product
 - A basic site can be more inexpensive marketing *but* a professionally designed site must be maintained by a new staff member (depending on the business), this will inflate your costs
 - Be prepared to spend a minimum of \$5,000
- **Myth #3:** If you build it, customers will come
 - 3.6 million websites may dilute your customer base unless your marketing is fairly aggressive on and off the internet
 - Consistent marketing awareness campaigns are necessary
 - Reciprocal links with other sites
 - Mention of the site in chat rooms and forums
 - Frequent content changes
 - Press releases and postcards
 - Website address should be on every document, point out your web address to clients in person

Benefits to a website:

- Increasing geographic area

- Conduct low cost marketing research
- Provide technical information to prospects and customers
- Compete with larger companies

Before investigating the creation of a website, ask yourself:

- What is the purpose of my website?
- How much money am I willing to invest?
- What will be my return on investment?

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