

Jörg Kamp

Use the Internet to drive success!

A marketing and communications
guide for small and medium-sized
companies

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for small and medium-sized companies

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Introduction

Successful use of the Internet is dependent on many factors. The more diverse the information, products or services offered on a website, the wider the range of goals that can be achieved.

A website can function as a shop window, an information source, a medium to present a positive corporate image, a place to initiate sales, win over prospective customers, present references, strengthen customer loyalty or automate business processes. The success of an Internet presence can only be evaluated if the goals have been properly identified and defined. It would be wrong to attempt to seek success only selling products online. It would be equally wrong to try solely to maximise the number of website hits, without attempting to personify and convert these visitors to potential customers or to identify them as regular customers.

Understanding the Internet

It is as important to conduct the proper marketing activities as it is to understand the objectives of creating a website. But what is proper marketing? What are the marketing tools that can help me with my Internet business? Which marketing programs can I afford? Is online marketing suitable for my local or regional business?

These are the main questions that small and medium-sized companies need to ask themselves, since they have neither large advertising budgets nor do they conduct business internationally.

The purpose of this guide is to generate a more complete understanding of the Internet, and illustrate how small and medium-sized companies can use the Web to achieve their business goals. Inside, you'll find useful tips for focusing marketing activities and optimising business processes.

Cross references

We have used cross references between the various topics. These cross references are identified by the symbol "□→". In addition, we have also cited links to the Internet. These are identified by the symbol "○→".

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