



Doing Business on the Internet

In today's economy relying on shop front alone is a failed business strategy.

Look at the big stores.

- DIXONS is now the Currys/PCWORLD online main store. The latter still have High St and Online presence and link the two for collection and delivery.
- Debenhams, Marks. John Lewis

ONLINE only.

Amazon, DABS [BT owned], PLAY.COM etc

Your Business

You need to be able to engage in online and face to face sales and services.

That doesn't mean having an online shop, download or ordering necessarily. Having a web or networking presence which is able to inform and direct/signpost customers to you can and does work.

Need to decide what your website and networks are designed to do;

- Online brochure
- Online Business card
- Online shop
- Online customer engagement and network building



Online networks

Use of ***Social networking*** is perhaps an inaccurate term.

Business networking is more relevant for what we want.

- **TWITTER** is more about B2B
- **FACEBOOK** is primarily about B2C or the Social client.
 - It is also a way to get research done – Ask Coca Cola.
- **Google+** is an emerging meeting place. Still undecided where it sits.

Selling online without your own online web based store

- **Ebay**. Can run independently or built in to your site
- **Amazon Marketplace** – Again as above
- **Google Checkout** – Used as a method to pay
- **Paypal, WORLDPAY** – Used as a payment method.

Before deciding what to do:

- Ensure your business strategy can and does support online activities. Seek professional support.
- Ensure your Marketing budget can manage your online and offline information.



Understand your communications options.

- What do you want to use the networking for?
- What you can and cannot say
- Blogging

Security

Make sure you have adequate computer protection through antivirus, firewalls etc

- Check out who you are doing business with.
- Google Map search post codes, research the company
- Look at review rating [beware not always accurate]
- Check companies House
- Check WHOIS for domain
- Check payment options and delivery charges
- If doing business ring them, meet them, validate their existence
- Don't undervalue yourself and make a loss

YOUR Web

Front page needs to hold visitors attention and drive them to go further.

Have contact details on the front-page.

Any more than 3 clicks to get what they want and they move on elsewhere.



Make it easy for people to see how to engage with you on a person and 'e' based basis.

Don't exaggerate or promise what you can't deliver.

Remember you can't know how all your 'potential' clients are going to want to see things. What you can do is reduce the odds of them not being able to see what they want in their preferred way.

Fonts, Colours, Detail, Jargon, Contact details, ability to track pedigree of company, accuracy.

Thank you

Just a quick run through some overview thoughts of;

DOING BUSINESS ON THE INTERNET

Andy Parkes

Director - Saxon Park Services Limited – Business and Technology Advisors

"Working with YOU to deliver what YOU need."

Tele - 0789 008 2 006

Saxon Park Services Limited is registered in England & Wales with Company No. 07592435

www.saxonpark.co.uk



Linked



twitter



4 NETWORKING



