

## **Overview**

You recognize the Internet's importance to the future growth and success of your business. However, being successful online takes more than just a technical application of traditional business functions. The Internet's dynamic environment and the daily introduction of new dot coms places greater importance on your ability to deliver – and keep your customer's loyal – using an online presence.

If doing business on the Web perplexes or concerns your company, you're not alone. The truth is, continued success in the online arena takes more than leading-edge technology, Internet applications, and dynamic databases. It requires a new level of strategic planning and expert direction from a special breed of marketing professionals and Internet gurus.

ROI Direct.com takes the confusion and frustration out of eBusiness by combining Internet applications with expert consultants to deliver interactive strategies for your dot com. Our products and services focus on every phase of the eBusiness process and addresses the *Internet* customer lifecycle – helping you move customers from prospects to advocates quickly and efficiently.

## **eBusiness and the Customer Relationship**

The Internet has changed, improved, and profited business in many ways; however, many of the basics remain the same. We must be careful not to let our technological focus cause us to ignore basic, underlying business fundamentals. Your customer is still your biggest priority, and personalized communication is still expected.

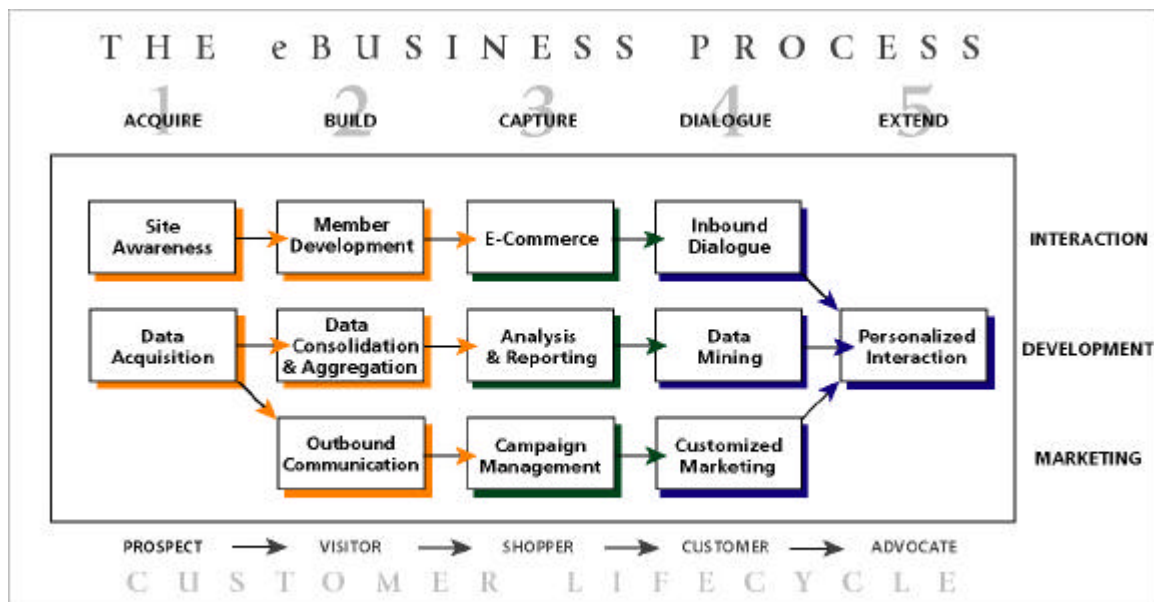
First, it is important to understand how the advent of eBusiness has transformed the customer relationship. Although the fundamentals remain the same, the strategies, processes, and tools are quite different than those used in traditional efforts. The intense competition for the Internet consumer demands that companies accelerate the cycle time to move customers from prospects to advocates – and to develop loyal, profitable relationships before the other dot com does. ROI Direct.com understands the importance of quickly

merging hi-tech applications with fundamental models and has developed its products and services around this eBusiness imperative.

### The eBusiness Process

The ROI Direct.com eBusiness process outlines a methodology for success on the Internet and how you can move your customers through each phase of the customer lifecycle using our products and services. By evaluating this model with you and discussing how each phase relates to your business implications and objectives, our consultants can create a customized eBusiness plan for your company. This plan is tactical in nature, outlining exact strategies that you should implement – both on and off the Internet – to take your business to the next level.

The eBusiness Process (shown below) integrates five dimensions for a successful and profitable Internet presence. The first dimension – located across the top – identifies the five phases of the customer timeline: acquire, build, capture, dialogue, and extend. Within each of these phases, there are several components that define 12 specific action items around the eBusiness model. This is the second dimension. The third dimension merges the elements of each phase and is shown horizontally across the continuum as interaction, data, and marketing. Each of these dimensions *must work together* in an integrated approach for a company to achieve the full benefit of their online presence.



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ROI Direct.com can help you with your Internet strategy no matter where you are at in the eBusiness process. Our approach will not only help you improve your online marketing efforts, gain a competitive advantage, and build loyal customer relationships, it will also help you maximize the return on your Internet investment. Call to action to go here...