

## eBusiness Overview

One of the greatest misconceptions of the Internet is ‘build it and they will come.’ Just as there are strategies for driving customers to a brick and mortar storefront, there are online strategies that will not only drive traffic to your Web site, but also transform visitors into loyal, profitable customers.

If you want your business to succeed online, you must advance site visitors through the Internet lifecycle – transforming them into customers and advocates quickly. This requires that you enhance their online experience while developing and maintaining a loyal, profitable relationship.

ROI Direct.com addresses this online imperative using targeted, seamless emarketing strategies that will quickly and affordably transform your online business from a minor presence to a market leader.

## Getting Started - Acquiring Customers and Establishing the Online Relationship

The first step in successful ebusiness is establishing a strong foundation to support your current Internet objectives and future business goals. Generating site traffic, converting browsers into buyers, and establishing an online relationship with your customers are all critical steps that must be addressed at the beginning of your online journey and secured before you can move forward.

Our initial emarketing strategy focuses on two requirements. First, we get a strong understanding of your company’s position – including online objectives, previous online history, current marketing efforts, technical capabilities and limitations, and budgetary constraints – so that we can establish an online plan that is right for you.

Then, we focus on a professional services methodology that will support you in acquiring customers and establishing an online relationship with them. Specific tactics include the following:

- Assessing your company’s position and online objectives
- Understanding your environment (including a competitive and marketplace analysis)
- Enhancing your Web site’s design, content, interactivity, and ranking
- Building site awareness and traffic
- Getting to know your visitors through simple data acquisition efforts

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- Marketing to your prospects and customers using targeted, one-to-one campaigns

The results of our analyses are presented to you in a *Strategic Internet Marketing Plan*. This plan provides a solid, comprehensive Internet-based marketing strategy that outlines recommendations on how to acquire and maintain online customers using both online and offline channels. Once approved, we will use this plan to execute specific tactics that will:

- Reduce conflicting online and offline marketing strategies
- Increase online customer acquisition, conversion, and retention rates
- Provide suggestions for affiliate marketing programs
- Increase return on investment (ROI) and total online customer value

In addition to these important benefits, we will help you profit from quick results. And since you know how important it is to move in 'Internet speed,' you can be confident in your ability to establish a competitive edge and improve your positioning over time.

### The Next Step

If you are trying to establish a proven online strategy to drive site traffic and build customer relationships, then ROI Direct.com's E-Marketing Strategy is for you.

Contact us today to learn how our professional services can help you build a strong ebusiness foundation that will increase your online sales and support you as you scale. Discover how quickly and affordably we can help you can maximize your online storefront while enhancing and personalizing the relationship you have with your customers. We're here to help your ebusiness boom.

<callout>

### ROI Direct.com Professional Services

The Professional Services team at ROI Direct.com can offer you invaluable insight into conducting business on the Internet, helping you quickly transform your online presence into a profit center. Our online marketing, commerce, and customer care consultants have helped mid-size businesses gain a competitive edge using our applications and professional services. Our clients benefit from the experience that we've gained in building, promoting, and supporting a variety of online businesses. By combining this practical experience with our hosted applications, our consultants are best suited to provide tailored ebusiness solutions that meet online imperatives while addressing both your objectives and expectations.