



First Floor, The Anchor Building,
7 Quince St, The Media Mill
Millpark, Johannesburg, 2197
Tel: +27 (0)11 482 7380
E-mail: info@nicework.co.za
www.nicework.co.za





The Case for Getting Your Business Online

If you own a business, you should have a website. Websites get leads, create credibility, inform your customers and grow your business. It's a no brainer really.

Good websites satisfy customers by giving them the information they need regarding your business at a click of a button - no matter the time of day. Billions of dollars are left on the table every year by companies that don't have a well-developed online presence.

Being online levels the playing field. A smaller company with a well designed website that offers crafted, informative content can easily compete with larger companies whose websites do not fulfil customer needs. Sometimes a bad website is more detrimental than not having a website at all.

Customers want more. Not only do they want information instantaneously, they also want to experience new content on a regular basis and make buying decisions. In order to remain competitive your business needs to satisfy these and many more demands.



The 4 C's of Successful Online Strategy

1. Content

Content is key to gaining customers. If you have a website with valuable information that is current, dynamic and appealing, your foot is already in the door. Content that takes into account online strategy such as SEO-friendly copy and PPC (pay per click search) campaigns exponentially increases your website traffic and chance at online success.

2. Credibility

Good design and tailored content builds online credibility. Websites are not only a marketing tool, they also work to build your business profile. A website that expresses professionalism and an appealing value proposition for your business is an indispensable marketing tool.

3. Conversions

Satisfied web visitors can turn into leads.
The key is to win their trust.



4. Customer

Having the tools and processes in place to meet customer needs and do so over and over is essential. A happy customer is your biggest ally; they spread the word to other potential customers and return with further business.

If you are interested in finding out more about getting your business online, feel free to contact us: www.nicework.co.za

Nicework is a creative communications company with a design-driven ethos. We count ourselves lucky to be involved with people and projects we are passionate about. Our aim is to deliver client satisfaction by maintaining a high standard of design practice. Good design and nice work is simply what we stand for,