



Serving business by putting it all together.

Wisdom Matrix is expert in all aspects of Web Marketing. We will update this document as information changes, so please check back here often.

Article Background



This article was originally written for the San Diego East County Chamber of Commerce, as an expert article presented by the Chamber Technology Committee.

Effective Web Marketing – An Overview

A sports / business metaphor states there are three kinds of players – those not in the game, those that lose, and those that win. This article helps those that want to WIN using the web – how to establish a good and popular reputation, get new customers, and use marketing dollars efficiently.

New web research studies in the past year are clarifying customer purchasing patterns and how to win those customers cost effectively. New patterns are emerging, and some historically well established patterns are confirmed. Due to length limitations of this article, only a few methods are discussed here.

- Set winning goals and strategy – define what you want to accomplish and then get educated about the basics. Web savvy is increasing among customers, so if you use incorrect terms or concepts, or apply poor design or tools, you won't instill customer confidence.
 - Wow them with your Website – your 24 / 7 storefront to your customers. Build it well, just as you would your best service or product. Make the first impression impressive, polished, and professional. Include content that is useful and informative for the customer to make a purchasing decision easy and quick.
 - Use Lead generation tools – third party plug-ins to your site for providing additional services, products, and useful information. These help you collect valuable customer information to find those crucial customer leads. Select these carefully – for some business sectors only.
 - Cross Browser boundaries – ensure your site can be viewed in multiple browsers, not just Internet Explorer. An estimated 25% of web customers use Firefox, Netscape, AOL, and others.
 - Go mobile – assess whether your site should be viewed on mobile devices such as web phones, PDAs, and others. An increasing number of customers are mobile – especially younger customers. Not all sites should be developed to display on mobile devices, so assess your customers and business environment first.
 - Spread out in search engines, directories, indexes, portals, and reciprocal links – get listed everywhere you can, with this caveat – use quality locations, not questionable ones (like link farms and free-for-all sites). Your visibility throughout the web attracts attention to your business (mind share) and drives traffic to your site. If using Search Engine Marketing, links to your site will contribute to better ranking.
 - Send targeted E-newsletters – opt-in/out newsletters sent via email. Get your services, products, coupons, and deals into the email boxes of high quality customer leads.
 - Advertise in Ads – clickable ads attract attention to your business (mind share) and drive traffic to your site. Post ads selectively, and be careful about pay for click ads. For certain businesses high redundancy ads increase purchase rates for customers ready to purchase.
 - Make your statement in Blogs (web log) – forums and commentary sites. Create your own Blog or contribute to others – articles or contributions will attract attention to your business (mind share) and drive traffic to your site. This may be a fad that fades, but for now is useful in some business sectors.
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Serving business by putting it all together.

Winning on the web is not difficult or complex. Consult with a web professional that has proven results and understands the recent research. Trying to research and understand all your web marketing options yourself can be like trying to fix your own electricity line or your own computer – daunting to say the least, and it could give you a shock. A good web professional can save you a lot of frustration, time, and money in the long run. Start with a wise strategy and you too can soon be **Winning in Web Marketing & Visibility**.

The Author

Gary Avánt is President and Lead Consultant of Wisdom Matrix, a firm based in San Diego, California. Mr. Avánt is an experienced business consultant, project manager, web architect, and e-Learning designer. He has led and successfully implemented complex business solutions in a variety of environments, including his own company. Mr. Avánt has been a sought after content expert and speaker, and had articles published by several organizations. He has been on Executive Boards and Committees, helping lead organizations forward.

With more than 20 years experience in business venues, Mr. Avánt has successful projects with clientele and employers ranging from small startup companies to Fortune 500 companies. His consulting experience in various business sectors is extensive and includes organizations in banking / finance, bio-medicine, construction, educational publishing, energy, hospitality services, internet voice / data communications, international business, legal, military information security and communications, software development, university education, and many others.

Mr. Avánt has a Masters Degree in Educational Technology, a certificate in Global Business Development, and a Bachelors Degree in Counseling / Psychotherapy. He has won a team Cindy Award for best interactive video project.

The Company

Web & Technologies, Processes, and Training are at the core of most businesses. All three work together in the matrix of business. Wisdom Matrix helps businesses choose and apply technologies, effectively use valuable information, and ensure employees have the best skills possible.

Wisdom Matrix specializes in business solutions in web, software and systems engineering, information technology, business processes, and e-learning / training.

Wisdom Matrix has won several awards for Excellence in Customer Service.

Visit the Wisdom Matrix website at www.wisdommatrix.com to see how we can assist you. Our contact information is below.

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