

Think Differently about Online Marketing

In the early days of the internet, we all thought that the purpose of a business web site was to sell stuff. The idea was – people would come to our site and then either order online or contact us by phone or email to become customers.

Nice idea – only trouble is, for 9 out of 10 businesses, it doesn't work. Why? Because as we know, people 'surf' the web. People don't visit websites, stopping each time to make a purchase or make contact and then move on to the next one. They 'surf' the web. That's why it's called surfing.

How many times have you seen a website that might be of interest to you. You promise yourself you'll come back to it – and within seconds of you moving on to the next site, you've forgotten about it forever. Of course there are rare exceptions (Amazon etc) and we can all get SOME online sales and contacts – but if 99% are leaving your site without buying or contacting you, you're losing out big time.

So, if you're not going to use your website primarily to sell, what are you going to use it for?

Instead of using your website to SELL to people, use it to GIVE to people. There has been a quiet revolution among the world's great internet marketers in recent years. That revolution has been a shift from websites where the prime purpose is to sell products and services, to websites whose prime purpose is to BEGIN A RELATIONSHIP with people visiting.

Think of it like this. Your biggest challenge when people visit your site isn't necessarily to clinch the sale. Your biggest challenge is to begin a relationship with them before they move on to the next site.

Once you begin an ongoing communication with people visiting your site, you can use email to both send useful information AND promote services that you have that can dramatically impact the lives of the people reading it.