

Taking Your Business Into The Digital Evolution

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Taking Your Business Into The Digital Evolution It is predicted that over the next three years 66% of all brick and mortar businesses will take the plunge into the global market place we call the Internet. This one solitary step, even if not done 100% correctly can seriously boost a businesses bottom line. Although for an educated business that goes about doing things the right way, making the transaction into the digital age can be a phenomenal experience. With the potential to make several times more than your offline business will ever bring in. Leveraging the global marketplace surely has many advantages, and anybody can use it, this includes your competition. In the upcoming years learning how to put a small to mid sized business on the Internet will become an all out rat race. The need for this kind of high demand business expansion will become more and more apparent as smaller, less equipped businesses will begin to quickly weed out by those who have already became part of the digital age. Subsequently the cost to learn this kind of information will also rise along with demand. According to comscore.com over 100 billion dollars was spent online by consumers in 2007 alone. With over 360 million consumers taking advantage of all that the Internet has to offer there is no doubt that these numbers will continue to rise.

After seeing these starteling figures it is no surprise that last year businesses owners invested over 37 million in online advertising. But shockingly, most all of the bigger corporations are going about things all wrong and leaving this huge global marketplace wide open for smaller businesses to dominate. By the year 2010 the vast majority of businesses will have taken the plunge by establishing a presence online, not only to sell thier products but to also advertise their brick and mortar business. At this time the battle to acquire virtual real estate will become an all out war. However the Internet is the perfect example of first come, first served. Leaving those who procrastinate to pick up the leftovers or pay dearly for the web address (URL) they wish to acquire. But did you know that there are already business online that are making millions of dollars a year in pure profits? The most amazing part is that they do not have to warehouse a single drop of inventory and some do not even sell physical products. In fact many businesses do something completely different than they do in their offline business. This is all thanks to positioning yourself to be in the right place at the right time. Consumers buying habits are changing and companies are reaping the rewards for making themselves part of this decision making process. Many consumers already utilize the Internet instead of books, the yellow pages, libraries, car dealers, department stores or real estate agents to search for their information. Sources say by 2010 the Internet will play a major role in the first two stages of the consumer decision making process. Product awareness and information gathering. Just imagine the benefits your company will have by being involved in those two very important parts of the consumers decision making processes. Although Internet marketing requires a different set of techniques than those that work offline it is still a very learnable skill. Not to mention a very worthwhile one. This is something you will notice once you get the chance to play on your strengths and gain brand recognition amongst your prospects. Surprisingly at the current time over 90% of the businesses online have no significant presence on the search engines for terms / keywords that should lead consumers right to their doorstep. Still many of them found that all of their online vehicles of advertising where far more efficient then traditional media. Sadly the vast majority of them are hardly harnessing the Internet's true potential. In fact most companies state that lack of capabilities and knowledge are their main barrier to getting their business online. So you are left to assume that several of those businesses who have made that first initial step, did it blindly. With time running out more and more business owners are strapping on their blindfold and quickly diving into the digital universe. The majority of the time simply doing what they think looks best for them, without having the slightest idea what is really best for their business. As you read this small report, business owners like you are leveraging the power of the Internet to do such things as... - Instantly email thousands of hungry customers who are interested in what you have to offer, generating instant sales. - Testing the response of a product before spending a dime on inventory. - Saving money by finding new ways to automate most aspects of day to day business. - Enjoying the freedom of outsourcing work for dirt cheap. - Establishing a presence on consumer filled social websites, allowing them to instantly build trust and credibility, gather feedback, and attract new customers. - Harness the power of large advertising agencies to get targeted visitors to see their site and products for as little as \$0.01. The online business world is a virtual wonderland for business owners and entrepreneurs alike. With tons of exciting new income streams just waiting to be tapped into, as well as cheap and readily available ways of automating all the redundant aspects of day to day work. It truly can be a business man or womans paradise. However this vastly advanced online business worlds effects are starting to become more and more apparent in offline brick and mortar businesses as time goes by. With even small Ma and Pa shops making tens and hundreds of thousands of dollars in additional online revenue every year. Every business owner has the ability to leverage the power of the internet to make several times their current revenue online. However for many businesses the learning barrier is the only thing keeping them in the shadows of success. With the guidance, knowledge, and mentoring of an experienced online marketer the learning curve is quickly reduced and your profit potential is greatly increased. This form of hand holding quickly places a business that is new to the internet above most of their compositon by leaps and bounds. Such services are still fairly rare and many of them are already charging a premium for their wealth of knowledge. However as the demand quickly grows over the next few years, the costs will continue to rise. So obviously now is the time to take advantage of this kind of service and make the investment as it will quickly pay for itself. A new seminar titled "Taking Your Business Into The Digital Evolution" is coming soon to Sault Ste Marie, MI. The odds are you where invited to read this report by someone who thought your business would benefit from the wealth of knowledge that is going to be shared at this event. Click the link below to view the seminars outline and see what will be covered. Afterwards you will have the opportunity to reserve one of the very limited number

of seats for this event and take your business into the digital evolution. Taking Your Business Into The Digital Evolution Seminar Outline