

Transportation Provider News

B U S I N E S S

GROWTH: Communication in the 21st Century

Times are changing and more people are turning to the internet for their needs: shopping, entertainment, socializing, and education are just a few helpful uses for the internet. According to Nielson//NetRatings, Inc., 75% of Americans have internet access and the number is growing. Many businesses use the internet for brand recognition, as well as a 24/7 resource for customers. Some businesses even rely on it as their primary means of communication.

There are a number of advantages to operating a web site for your business, and every day businesses are given more capabilities online. A web site can be another means to build and sustain relationships with customers. Your site can be a simple marketing tool that lists your contact information; or, it can be much more complex with interactive components and in-depth information about your company, your industry, and your customers.

First of all, if you don't have an email yet, today is the day!

1. Visit www.hotmail.com or www.yahoo.com
2. Click on "Sign-up"
3. Click on "Free" (if not already in the free sign-up section)
4. Answer a few quick questions and you have officially entered the 21st Century!

There are a few methods to creating a web site:

In-House Information Technology Web Designer

- Hire someone fresh from a design school - \$18/hour
- Offer an unpaid internship to help someone build their resume

Outsource to a graphic designer - \$3500

- Prices vary, but you usually get what you pay for

Learn online

- www.sessions.edu = \$1,000 for basic course
- www.eclasses.org = 53 classes at \$100 each
- Can be very tedious and time consuming to learn HTML, CSS, Javascript, etc.

Learn from web design educational software

- Online Business Basics - \$70
- Also time consuming, but less tedious

Online Web Site Builder Package

- www.edirecthost.com - \$20 per month
- This is the best option for a small business owner with little time on your hands, but the desire to have complete control over the web site content.

If choosing an Online Web Site Builder Package - you simply purchase the package. It gives you step by step instruction to get up and running in just a couple of hours, and you have freedom to pick from several design templates. This method requires only basic knowledge of the internet and allows you to update the design aspects and content at your leisure.

Once you have your web site, add it to every marketing material you distribute from business cards to free online yellow page directories. There are many tools to help increase the amount of people who view your web site, such as trading web site links with a related business online or submitting your web site to online search engines like Google and Yahoo.

Whether you already have a web site, or are creating one today it is never too late to research alternate methods of marketing your company online. Give your web site a "personality" and have fun growing your business online.

Feel free to contact dmorrison@mtm-inc.net for more tips and answers to any questions.

