

Be Webaware



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Web 2.0 – social networking for business?



Whilst having your staff spending half their day updating their Facebook™ profiles is probably not going to make any boss happy, don't be too quick to dismiss all the so-called "Web 2.0" social networking technologies!

One of the benefits of the Internet is its ability to group and connect people by interest rather than geography. Whether you are "Googling" a name or joining an online discussion forum, the Internet can sometimes provide high quality information faster than any book or colleague.

Instant messaging can provide staff with a method of staying in touch with suppliers or customers in an "ad hoc" way that can pay dividends at little or no cost to your company!

We can advise you on how you can make better use of these new messaging technologies to improve your company communications, find new customers and hopefully cut costs at the same time.

Strengthen your brand

These are trying times for businesses and our natural response is to cut costs and drop development budgets.

The astute among us realise that investing in your brand is investing in your business. The key thing is to understand the strength of your brand and establish ways to improve it.

By reviving or re-inventing your existing identity and its core business values (a relatively inexpensive exercise), you are able to anchor a solid plan towards tackling the increasing market pressure and look towards weathering the economic storm.

Revived brands, which the whole team can take pride in, can inspire, motivate and retain existing staff, revitalising your business and replenishing its long-term marketing strategies.

Your customers will recognise the uplift and perceive your business with renewed enthusiasm and vigour. A strong brand strengthens business.

For a review of your existing brand and marketing strategy please contact our partner company 3Line Ltd. Georgiana Baxter - 3line ltd t: 01886 821250 e: georgie@3line.co.uk



RTA are approved for Business Link grant aided projects



What to do next?

If you think that you need advice on any of the issues raised in this month's Be Webaware, contact us now for a no commitment discussion on how we might be able to help you.

Contact us:

Email: sales@rtanet.com

Phone: 01299 405573

Mobile: 07860 167841



The value of knowing what your customers need

In a downturn it makes sense to provide more value (and get more in return) from your current customers. When customers make decisions in a downturn, they're more likely to go with a more trusted source. If they're more likely to go with you then you want to make it easier and more obvious for them to go with you!

So you need to ask your customers what they need from you and that's where SFA really scores.

SFA is our customer satisfaction measurement tool and stands for Simple Fast and Accurate. It goes far beyond traditional market research – inexpensively providing not only a means of forming marketing strategy but also a basis for training, product development and other critical business processes. With SFA we can help you benefit in many ways.

You can:

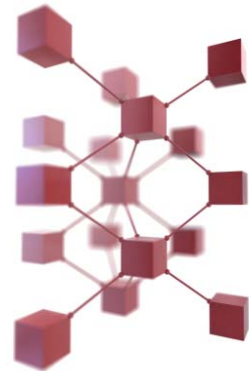
- Identify new sales opportunities
- Retain customers
- Increase returns from existing customers
- Increase your customer focus
- Benchmark performance
- Identify & fill critical gaps in your service level provision

Sell online via Amazon or Ebay

Whether or not you have your own online shop it's worth considering selling your products on one or more of the large established online retailers such as Amazon or Ebay.

Both have the facility for external merchants to list their products, process payments and track orders. Whilst neither are quite as good as having your own online shop they do allow you to put your products in front of a very large online audience.

Contact us now if you would any assistance in setting up an external web shop or would just like to discuss online retailing.



Search Engine Optimisation

If your website is not achieving the search engine rankings it should then maybe we can help..... Call us now and we will produce a free report on your rankings and inbound links for your main keywords. We can also make suggestions on how we can help you improve your website optimisation.

Hosting healthcheck

Many companies have had their domain name and website for a number of years now and many have stayed with their original hosting provider all that time.

Whilst loyalty is admirable, it's probably worth checking a few things out:

- Are you the registered owner of your company domain name?*
- Do you have a control panel where you can administer your email accounts?*
- Do you have easy access to your website access statistics?*
- Is your ISP filtering your emails to remove viruses and spam before they reach you?*

If the answer to any of the questions above is **NO** then why not give us a call on 01299 405573 and let us see if we can provide you with a better service AND save you money.



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