

Consider the Facts

1 Your customers are online

93% of Canadian consumers¹ use the Internet to search for products and services they need. People don't use phone books to look up businesses anymore. A small business without a website is virtually invisible to consumers.

2 When customers can't find you online, it raises a red flag

Does this company really exist? Can I trust them? Even when consumers don't purchase online, they research and look online before they buy. A good website gives people confidence about your business.

3 Customers want information 24/7

By providing a website, you offer customers the convenience of instant information anytime, anywhere.

4 Only half of your competitors have a website

The Internet is a level playing field for small businesses. You can make your company look just as good as bigger competitors, for very little money. Why would you pass up that chance, especially when only half of your competitors have websites? You can get steps ahead.

5 Consumers trust each other more than they trust you

16.9 million Canadians² use Facebook, Twitter and other social networking sites. Turn it to your advantage. By integrating social networks into your website you will be providing your customers an easy way to recommend your business.

^{1, 2} 6S Marketing (2012) www.6smarketing.com



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E-commerce



Social Media Integration



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