THE BASICS OF ONLINE BUSINESS

You want to be successful. Maybe you have an idea for a small business. Perhaps you've already started one and are looking to take it to the next level. Whatever your goal, SCORE and GoDaddy are here to help you launch your online brand. From establishing a lead-generating website to reaching your target market through social media, we have what you need to effectively market your brand, connect with customers and generate sales online.

Why do you need to develop an online brand?

Accessibility
Your actual store might close its doors at 5 p.m., but a website is open 24/7 to showcase your products and services, contact information, store hours and more.

Branding
In today's competitive marketplace, you need a strong brand to stand out. That means you need to be online with everybody else. A website, social media profiles and other web-based efforts will help you raise brand awareness, establish credibility and develop a loyal — and growing — customer base.

Establish Credibility
People want to do business with people they trust. Today's consumers generally put more faith in businesses with a professional online brand. It's a fact: the Internet is a popular, flexible and cost-effective platform for building credibility and trust.

Connect with Customers and Prospects
Can you consistently interact with current customers and reach out to prospects without breaking the bank? With the Internet, the possibilities for engaging with your target audience — on a global scale — are endless.

Generate Sales Leads
A well-planned online brand can function as a lead-generating machine. Increase your customer base with a website, social media profiles, contact forms and email marketing campaigns.

85%
OF CONSUMERS USE THE INTERNET TO FIND LOCAL BUSINESSES.

Source: Search Engine Land's 2012 Local Customer Review Survey

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