

INTERNET

CONNECTIVITY FOR EVERYONE

It's obvious the Internet brings with it a plethora of possibilities for exploiting a wealth of multimedia capabilities. But how can those capabilities be put to practical use? Users, such as ourselves, including what you're doing at this moment, are searching for information, sharing information with business colleagues and like-minded individuals, communicating with others, and transmitting files. Moreover, we use the Internet to market and publicize products and services and, in return, to gather feedback and suggestions from prospects, clients, and business partners.

INTERNET EXPERIENCE

- Web site design
- E-Commerce
- Search engine marketing
- Lead generation
- PPC advertising
- Web analytics
- Viral marketing

The potential of the Internet is limited only by the vision and creativity of its users. As the Internet grows, new and innovative uses are sure to follow.

Will you be ready?

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WEB SITE DESIGN

What's your favorite color? Your favorite shape? Sound? Start building your web site with those things in mind, and, before you know it, your web site will be screaming, "me, me, me". What happens is that we come up with a plausible-sounding reason to justify why we like or dislike something, and then we adjust. Much of this comes from our inability to accurately articulate why we feel one way or another.

When someone who isn't trained in design is forced to dissect a design, they are unable to articulate why they feel a specific way about a design. Although we mean well, sometimes it's difficult to start off with the blank slate we so desire. That's why it should be left up to a professional web site designer to decipher what you really need so that your web site will be a success.

DESIGN AND FUNCTIONALITY

- Digital portfolio
- Flash animations
- Graphic design
- Inter-active navigation
- Market research
- Search engine friendly
- Streaming video
- Streaming audio

Usability is the most important aspect to web design. It's all well and dandy having a beautiful looking web site. But, if it takes a long time to download or is difficult to navigate, users will give up and go elsewhere.

Remember who you're providing the site for. Don't sacrifice usability for design. A lot of what you consider to be important with regard to usability will depend on your target audience and purpose of your site. If you think about usability before embarking on a new design project and incorporate it into the design in the development stages, it can both look good and be usable. When you start thinking about designing your web site, you need to think about how the colors you choose will impact visitor perception and how layout can help "pull the design together".

Did you know that millions of Americans are color blind? - Good design is virtually invisible. Bad design? Screams out loud! If your web site is well designed and the layout of information helps the usability of the web site, visitors will return.

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E-COMMERCE

Any business big or small can use e-commerce technology to maximize its resources and profitability, combined with an effective online marketing program, to reach more customers, increase revenue and move beyond its traditional boundaries.

Today, many companies are able to substantially increase sales using the Internet to attract customers and gain brand equity. The availability of affordable web services, and the advent of highly-localized and cost-effective search tools, has created unique opportunities for businesses to empower themselves, reach more customers, and expand exponentially.

GROWTH POTENTIAL TOOLS

- Brand exposure
- Online shopping cart
- Increase sales
- Decrease cost
- Better customer retention
- Greater reach of segment markets
- Increases distribution
- Reduced exposure time

The Internet is dramatically reshaping the way people research and procure products and services. Unlike traditional malls where shopping hassles are always certain, e-commerce lures more people online with the promises of convenience, mega product selection and lower prices.

Does size really matter? Online shopping numbers are continuing to increase, and Internet technology has become very important to businesses of any size, because if used effectively the Internet levels the playing field, dispelling of the "us vs. them" mentality. Even if a small store's giant competitor leases space in every mall across America, it takes consumers the same number of mouse clicks to find both your store and your competitor's.

ENOCS can guide you with the necessary steps to build an online presence that not only nets high traffic that converts to sales. Enocs offers packages that allow smaller businesses to work with a team of experts to install and configure eCommerce capabilities, and manage online marketing.

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SEARCH ENGINE MARKETING

In order to fully-utilize the benefits of having an E-commerce presence, a business must develop an online marketing strategy that effectively drives traffic to its site. Marketing strategy must be on a par with site design and development-otherwise, what good is a web site with no visitors?

OPTIMIZE YOUR ONLINE PRESENCE

- Strategic search placement
- keyword matching
- Pay-Per-Click management
- Higher conversion rates
- Target marketing results
- Reciprocal linking

Search engine marketing (SEM) is the function of locating, researching, submitting, and positioning a web site within the proper search engines for maximum exposure and effectiveness. Search engine marketing may also include the function of choosing the target keywords and keyword phrases for the web site's meta tags. The changes that are made to the content and code of a web site are in order to increase its ranking's in the results pages of search engines and directories. These changes may involve rewriting copy, altering Title or Meta tags, removal of Frames or Flash content, and the seeking of incoming links. Search engine marketing also entails non-optimization methods of drawing traffic through search engines, including management of paid advertising listings on search engines.

A successful search engine marketing campaign may drive organic search results to pages, but it also may involve the use of paid advertising on search engines and other pages, building high quality web pages to engage and persuade, addressing technical issues that may keep search engines from crawling and indexing those sites, setting up analytics programs to enable site owners to measure their successes, and making sites accessible and usable.

Many see search engine marketing as a larger umbrella under which search engine optimization fits, but it's possible that many who focused primarily on SEO in the past are incorporating more and more marketing ideas into their efforts, including public relations strategy and implementation, online display media buying, web site transition SEO, web trends data analysis, HTML email campaigns, and business blog consulting making SEO firms more like an ad agency.

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WEB ANALYTICS

Web analytics is the process of collating and analyzing a web site's activity based on metrics to measure its performance; finding out how people found you, when they visited, what pages they surfed, what they bought or downloaded, and so forth, mining that data for information that can be used to improve said web site. In simpler terms: Web analytics is the measurement of online consumerism. Web analytics is a component of online business that has been slowly gaining momentum over the last half-dozen years-one whose time, many will agree, has officially come.

KNOW YOUR ONLINE BUSINESS INSIDE AND OUT

- **Target:** Define your most important goals and those of your most important Web visitors.
- **Assess:** Analyze Web traffic data to uncover what's happening on your Web site. Identify gaps.
- **Focus:** Define the gap you need to close.
- **Plan:** Map out a plan to close the gap and measure progress.
- **Act:** Execute the plan.
- **Measure:** Gauge success using Web analytics.
- **Refined:** Don't stop now! Raise the bar, set new goals, keep climbing.

Web analytics both "pushes" and "pulls" the three general marketing levers available to online businesses: marketing, merchandising, and site design. By identifying these inbound marketing campaigns, marketers are able to make apples-to-apples comparisons for each acquisition vehicle, while examining the conversion rate, and better understanding which products or content prompted visitors to click, in the first place. By the same token, marketers can better understand impediments to the flow of traffic on the site. The most common use of web analytics data is fall-out reporting-looking at specific valuable paths on the site (e.g., checkout process).

More and more companies are re-examining their investment in web analytics and working to determine how to get more out of the money they've spent.

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VIRAL MARKETING

A virus? Gross! But this is one you cannot help but admire. Viral marketing refers to marketing techniques that use pre-existing social networks to produce exponential increases, piggybacking on other hosts, in brand awareness, through self-replicating:

ONLINE WORD-OF-MOUTH MARKETING THAT WORKS

- Maintain a good online image.
- Get the competitive edge.
- Keeps visitors at web site
- Visitors will thank you, and tell others

...viral processes, analogous to the spread of a computer virus. It can often be WOM (word-of-mouth), delivered and enhanced online, WOE (word-of-email), bluetoothing, IM (Instant Messaging), etc. It can harness the network effect of the Internet and can be very useful in reaching a large number of people, rapidly. Viral marketing describes any strategy that encourages individuals to pass on a marketing message to others. In effect, it's like dropping a pebble in water and watching the ripple effect.

Viral marketing creates sort of a "buzz" around a URL-based installation. Viral marketing sometimes refers to Internet-based stealth marketing campaigns, including the use of blogs, "amateur" web sites, and other forms of astroturfing, designed to create WOM for a new product or service. Often, the goal of viral marketing campaigns is to generate media coverage via "offbeat" stories worth many times more than the campaigning company's advertising budget.

The hardest task for any company is to acquire and retain a large customer base. Through the use of the Internet and the effects of email advertising, the business-to-consumer (B2C) efforts have a greater impact than many other tools of marketing. The main strength of viral marketing is its ability to obtain a large number of interested people at a low cost. And yet, viral marketing avoids the annoyance of spam mail that reaches everybody and their brother; instead, it encourages users of a specific product or service to tell a friend-a more select, target approach.

One of the most successful perspectives found to achieve this customer base is the integrated marketing communication. Viral marketing is popular because of the ease of executing the marketing campaign, relative low-cost, good targeting, and the high and rapid response rate.

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LEAD GENERATION

How do you do business with someone who may not want to do business with you? Well, at least not directly, that is. Generating a lead may be the sole purpose of your site or a small piece of your marketing mix. Either way, it is always about answering a prospect's unspoken questions and communicating the value of doing business with you. One might say, your web site should treat visitors as being both impatient and intelligent: By filling their bellies, immediately and with humility.

GET THE MOST OUT OF YOUR ONLINE PRESENCE

- Maximizing campaign effectiveness
- Optimizing web site navigation and online forms
- Maximizing content effectiveness
- Increasing lead generation using segmentation
- Close the loop between online and offline conversions

Folks do their research online precisely so they don't have to interact with someone-think of your visitors as being some of the most introverted people you've never met. They come to you with curiosity, expecting you to understand what they need and to lead them along a comfortable path of delight. Every click represents their unspoken inquisitiveness-the copy on your web site, hopefully, the answers to their questions.

Can the design, architecture and content of your web site convince visitors you're valuable to them, so they give something of value to you in return by becoming leads? Of course it can. With Enocs, if your web site doesn't generate leads, then we're not doing our jobs. Yes, we do take it personal. From day one, we set about the business of helping you find your niche on the web and making the most out of common words and phrases. When we design and host your web site, we work each day on monitoring, tracking and overall site optimization.

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