

From Word to the Web Overview

Website Frustration

The primary complaint we hear from business owners and service organizations about their websites is that it's just too difficult and frustrating to keep them updated with current information. Dealing with a webmaster and all the technical hassles is expensive and far too cumbersome for many small businesses, non-profits and sole practitioners.

Problem Solved (From Word to the Web)

To leverage the Internet to your maximum advantage, you need a low-cost system that's quick and easy to set up and manage. Instead of all the technical complications and expense associated with conventional HTML website programming, we use PDF files to get our customers online quickly, easily and inexpensively. We call this service "From Word to the Web."

Eliminating these frustrations gives you the freedom to concentrate on what really counts – the content of your online message.

Create... Save... Send... Done!

With our service, you can use basic computer skills to take complete control over most or all of your online content. Here's how our system works. To create or update any of your content, simply go into Word and make a new page or edit an existing one. Then, when it's exactly the way you want it, save it and send it to us. We'll upload your content, map any links you may have and connected your domain name. That's it. If you can use Word, you already have everything you need. And the cost? A couple of hundred dollars instead of a couple of thousand.

And, here's something else... if you've had a graphic artist create a brochure, a poster or even a business card designed to promote your business, you can easily include these items in your online content. Just ask your artist to deliver the finished piece to you in PDF format then e-mail it to us. It'll be online in a jiffy.

Benefits for Your Online Visitors and a Marketing Boost for You

Your online visitors will benefit from the features inherent in PDF files in a couple of different ways. First, they will see your content in familiar page-by-page sections. Then they can save your pages to their hard drive and view them again later exactly as they appeared online. And, here is the marketing boost for you: PDF files can be printed from any computer anywhere, so your audience will be printing their own copies of your full color documents. The result of their visit to your website is hard copy in their hands! It's like putting a brochure box in the home of each member of your audience. This also makes it convenient for them to pass your information along to others.

How to Use From Word to the Web

On our main page we mentioned that our service is ideal for small businesses, non-profits, sole practitioners, clubs, groups, individuals or just about anyone seeking a simple, inexpensive

solution for getting their content online. Here are several example scenarios that illustrate how our service will eliminate your frustration and increase your productivity:

- A sole practitioner, say a bookkeeper, needs a web presence but doesn't know where to start. So, she asks her graphic designer (who did her business card) to create a brochure-type page that functions as a jumbo, online business card that visitors can view, save or print. She also wants to have links to a couple of articles she wrote to educate prospective clients and enhance her credibility. We put the brochure page up on the web with a link to each article and connect her domain name. Her online visitors can now view, save and print any of her online pages.
- The local branch of a national service organization has several fund raisers throughout the year. Each of these events has a chairperson who is responsible for organizing and publicizing his or her event. The event chairpersons each create the pages they need in Word and send them to us for conversion to PDF format and posting on the web. Their burned-out webmaster now only has to maintain the organization's home page (What a relief!). It contains links to the PDF pages for each event, which are maintained in Word by each chairperson. Increasing convenience and reducing aggravation are the keys to keeping volunteers happy and the organization productive.
- A department sales team at a large company represents a line of specialized equipment. In order to get maximum leverage from the online component of their sales program the sales manager wants direct control of all content. She knows she'll never get the quick turnaround she needs from their corporate IT people, so she decides to go the PDF route instead. She and her group draft their own copy and work with a graphic artist for the overall design. To maximize convenience for their online visitors, several of their sales documents, as well as related technical papers, have their own domain names for instant accessibility. This is a huge benefit during telephone sales calls when the prospective customer is sitting in front of a computer, as it avoids navigation nightmares on the company's main website, which is huge. And, because our service is so inexpensive, she keeps the costs of this new program within her local budget authority, eliminating the need for management approval.
- A small, independent food store wants to increase its exposure within its market area. The owner wants to acquire new customers and encourage more repeat business from its existing customers. He opened up a meat counter and deli to broaden his store's appeal. To spread the message, he asked his graphic artist to create a nice single-page brochure plus an additional page to publicize his weekly coupon offers. We put the brochure page up on the web with a link to his coupon page. He sends us a new coupon page every week. Now, his online and paper versions of his brochure and coupon page are identical. His customers can go online at any time to see his weekly deals. He's also thinking of using an additional online page to run contests.
- Since both his budget and his time are very limited, a chiropractor just starting his own practice uses our service to at least get his brochure online for now. He'll add more content later when he works out his full marketing plan. In the meantime, he can be found on the web and his full color brochure can be viewed, saved and printed.

What's the Next Step?

If you have any questions about this approach to creating and managing your online content, or if you want to get started using our service, send a message to info@marketingfirst.com or call toll-free at 800-411-2267.

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