

## A New Website Is More Cost-Effective Than You May Think!

A new, effective, adaptable website can be easier to afford than you might think. The trick is for the website to improve and replace existing marketing and business practices. For example, one of our clients implemented an extensive website ([www.wnla.org](http://www.wnla.org)) that includes back office databases, online payment methods, and event management applications. It was an expensive up-front investment but quickly paid for itself with the cost-savings of what was eliminated. The organization eliminated some outsourced work, streamlined business practices, and transitioned to a virtual office structure that improved staff flexibility and reduced overhead.

Not every company should make the investment nor the extensive restructuring the above-mentioned company implemented. The general strategy is the same, however, for less extensive websites. Can the website replace some printed materials? Can an e-Newsletter and Web 2.0 strategy be implemented alongside the website and reduce the need for paper-based marketing? Can the website include basic customer service information, reducing the time required of the customer service department for routine inquiries? The list of potential trade-offs is extensive.

With the right trade-offs and a solid strategy, there is no reason why you cannot afford a new, dynamic, effective website! Factor in the additional sales benefits, particularly within a global marketplace, of a professional, easy-to-use website serving as the centerpiece of a multi-faceted branding and marketing strategy and you cannot afford not to implement such a website.