

Internet

**Inform
Educate
Promote
Sell**



user friendly

- Easy for visitors, customers, and employees to use
- Easy administration from central location
- Totally flexible. Easy to add features.

cost efficient

- Low implementation and set up costs.
- Low maintenance costs.
- No need to invest in software or hardware.



delivers results

- Inform and educate customers and employees.
- Increase employee and sales productivity.



Online services have become an essential component of marketing programs, primarily to give customers and prospects another way to obtain more information and respond. Readers expect to be able to choose their preferred response method – mail, electronic or online. For a growing number of audience segments, online is the preferred method.

Facilitating an online platform does not have to be complex. At the same time, it can be feature enriched quite easily. Access can create an online platform to capture data and complete orders for an individual promotion or a comprehensive marketing program.

Marketers can use the online platform as a media source for CRM communications and include online services across all media – broadcast, mail, print and electronic – to collect customer data and fulfill offers.

In the end, online services can be the most effective and cost-efficient way to inform, educate, promote and sell.