

Do Websites and Campaign Automation Support Business Success?

Well...if you're reading this article, you know why websites are a critical tool for business sales and marketing today. Think about it, does a successful business exist, let alone survive, today without a website? Websites are sales and marketing channels in cyberspace, and enable business to promote products, services, and often facilitate business transaction to occur.

While "www" may be its "wonderful when working" digital communication may be the initial communication forming thought today. A company's market communication begins and ends with a website; however, many companies may be missing the exceptional value that business websites support.

Enter angstropod.com. Why angstropod.com? "WHAT'S IN IT FOR ME", you ask?

Well, we're glad you asked. Consider the following:

Email is a quick effective way of communicating. It's effectiveness is based on knowing Customer Needs, Customers knowing your business, and business' products or services meeting Customer needs.

With an angstropod.com campaign created via a personalized dashboard and embedded into business websites, Customers may also be reminded of available business products or services via email links to your business website. They engage with a website (via campaign form/s) and receive specific product or service communication (via automation) an email with attachment, email without attachment, SMS Text Message, and notification of Customer Interest to the business on their Dashboard Visitor Page.

In order to maintain "top-of-mind", business continues to send email communication to their Customers; however, Customer Engagement improves with Website Campaigns (links and associated forms) that the business creates and embeds into their website. Campaigns support engagement with the market at an individual level and support business with the notification of specific Customer Interest for follow-up.

YOUR WEBSITE + CUSTOMER ENGAGEMENT + CUSTOMER SATISFACTION = BUSINESS IMPROVEMENT