



# **6 REASONS** **A SMALL BUSINESS** **NEEDS A WEBSITE**

**A HELPFUL GUIDE ON  
CREATING YOUR ADVENTURE**



**ADVENTURE**

# 6 REASONS A SMALL BUSINESS NEEDS A WEBSITE

We work with a lot of new start-ups and smaller businesses and we totally understand how difficult it is and how tight budgets can be. With the prowess of social media, it can be a dilemma for smaller businesses to spend on a website when you're not entirely convinced you'll get a significant enough return on your investment.

We know from our experience that smaller businesses tend to view websites as a luxury and not essential in the beginning, but the research really shows that this is not the case.

So, why in this era of Instagram and Tik Tok etc. is a website still essential for your business growth?

# 1

## YOU OWN IT AND YOU ARE IN CONTROL



First of all, have you thought about how reliant you are on social media if you just use social media as your primary/only marketing platform?

Secondly, you don't own anything. So if the platform goes down, changes its algorithms etc. you are at their mercy.

Thirdly, when you appear on social media the prominent branding is that of the social media company you are using.

**Finally, you can't control how your audience sees your posts, or even if they actually see your posts. This makes marketing tricky.**

## 2

## PEOPLE WILL TRUST YOU



Even if you find a business or product on social media, the majority of people will Google them to check them out. We definitely do, what about you? If we can't find a website for the business, the alarm bells ring and our commitment to purchasing or contacting the company definitely takes a hit.

These are the times things stay in your basket as you consider the risk. Or, you go back to searching for another company that does, or sells, the same as you.

If we find a business that has a website, and it's a professional site with a contact page, this makes us feel so much more confident about the transaction and taking that leap of faith.

When a company doesn't have a website this severely dents their credibility and trustability, (that said, when the website isn't great that also can affect perceptions so it is important to invest in a professionally designed website that sells the image you want to promote too!)

## 3

## YOU CAN DEVELOP YOUR BRAND IDENTITY



Creating brand awareness is a crucial step in growing your business. Brand identity is about:

- Showcasing your personality - we stand for this
- Demonstrating consistency - we are organised
- Standing out from the crowd - we are different
- Becoming recognisable - people remember us
- Building loyal following - we can be relied on

Social media is amazing for raising awareness but you need somewhere to send them. A place where you control what they see and how they see it. Social media allows you to present snapshots of your business. Bitesize chunks to draw people in. Your website gives them the full experience!

An effective website should continue the intrigue and curiosity built by social media and take the potential customer on a journey through your USPs and the benefits you bring. This is just not possible on social media due to its infrastructure and make up.

## 4

## YOU CAN UPSELL, CROSS SELL, CAPTURE LEADS



As we've said, your website should do what is difficult on social media, present all of the options in one go to your audience in an organised, efficient manner. Your website will also keep (well it should!) the attention of your visitor so unlike social media, they do not flit off and get distracted by another business/post.

**If you sell products, your online shop will be able to recommend other related products to your visitor and potentially create more revenue.**

If you are a service provider, your website will be able to inform and educate your audience and give them ideas that they wouldn't necessarily have thought of.

Once on your website, have the chance to convert or at least capture their data for you to follow up later (in line with GDPR and privacy regulations of course).

If you are just using social media you are unable to truly harness these powerful selling tools. Your website gives you the capability to do so.

## 5

## YOU CAN SAVE MONEY IN THE LONG TERM



There is of course an initial investment with a website that just isn't there with social media, and there is most certainly an important place for both in your marketing and promotion, but you do need both.

If you run a retail business, by directing people to your website you will be avoiding the costly commission fees that the shopping platforms charge (Word of warning here though - some 'cheaper' ecommerce website packages look like a true bargain but over time their annual charges, commission etc can really add up. Always ask about additional fees and be wary of extra-cheap set up costs).

**If you are a service provider, it can be harder to visibly see the difference your website is making financially, however if you think of your website as your 24/7 Sales Person, and compare to the cost of advertising, the initial investment becomes a no-brainer.**

## 6

## YOU WILL STAND OUT FROM THE COMPETITION



In this modern age, the internet is the standard go-to. If you don't have a 'virtual' office, shop or showroom, you will be overtaken by a competitor that does, for all the reasons we have talked about; credibility, trust, education, marketing, usability. Can you really afford not to have a website?

Blue Corona says that 70-80% of people research a company online before visiting it or making a purchase so this means that you could lose 70-80% of your potential market if they can't find a website for you. If a competitor has one, they will be much more likely to benefit from this behaviour.

People also check out companies if they read reviews. If you are only on social media, their trust in you will be massively reduced. Don't let yourself be pushed out of the running just because you don't have a website. We totally get that cost is a major factor. Of course it is. To be successful, you have to keep the cash flow going but please don't let that put you off. There are lots of options and if your budget is tight, we can create that all-important online presence in a way that works for you.

Contact us today and let's have a chat. No strings attached. We're here to help. We are strong believers that from an acorn grow mighty oak trees and we have helped many businesses start off just like you.

Let's plant that seed!



# “IF YOU HAVE A WEBSITE IT MAKES YOUR SMALL BUSINESS LOOK BIG”

If you would welcome some advice and guidance on your journey why not get in touch?



ADVENTURE

We can help you with:

- ▶ Copywriting & Blogs
- ▶ Digital Marketing
- ▶ Graphic Design and Print
- ▶ Logos and Branding
- ▶ Printed Marketing
- ▶ Website Care
- ▶ Website Content
- ▶ Website Design

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