

## **Enhancing Small Business Value by Leveraging Internet Opportunities**

By Paddu Govindaraj

Small and Medium Businesses are the lifeline of a nation's economy. The owners of these businesses have least time to spend on researching technology, and experiment the solutions available in the market place, and are not tolerant take risks. However, they would be losing lot of opportunities if the technology is not leveraged.

Internet has simplified the in technology to a great extent from the perspective of end users. The small business owners can by pass the technology if they could leverage the internet based solutions. Aided by the on-demand software solutions and shared services, these internet centric solutions provide several opportunities for small businesses to increase the market reach and server their customers to their satisfaction.

### **Opportunities**

Small and medium businesses can focus on the following opportunities and solutions utilizing the Internet market place. These solutions can be used by home based businesses, franchisees of franchise systems such as mail and parcel centers, automotive service shops, coffee and ice cream shops, print and copy centers, lawn care services, mortgage and real estate services, tool rentals, and legal services, builders, contractors, small retail outlets, and investment / finance agents.

### **Establishing e-presence**

Setting up an informative and easy to use web site (not necessary flashy and bandwidth heavy) is a critical first step for small businesses. While large franchise systems provide some sort of support in this area, independent businesses are left to fend for themselves.

### **Search Optimization**

With the presence of millions of web sites on the web, it has become all the more important to search optimize the web sites. Right meta information such as description of the web site and key words would help the automated bots of the search engines.

### **Localized Marketing**

Most of the small businesses cater to the needs of the local population in their area of presence. Hence it is essential to focus the available marketing resources to the local market. The web sites should have specific localized content.

### **Pay-per-click Advertising**

This option need not be a very costly affair. If focused, specifically targeted to the local audience, pay per click advertising can yield significant results.

### **Email Marketing**

Printed materials such as brochures, door hangers, and mass mailings are losing their relevance due to the volume and clutter created. Email marketing targeting specific audience groups helps reduce the costs and provides better return on investment. Again, the small business owner need not be a technology expert to use these tools and services. Adhering to privacy rules and spamming regulations are important factors to keep in mind while using email

marketing techniques. There are several easy to use email marketing tools in the market today. All these tools are provided on a very reasonable monthly payment as subscription. Anagha Group's LeadPro is such a tool integrating the eMail Marketing and Lead Management functions.

### **Lead Management**

Many small business web sites do not provide required information and guidelines to the prospective customers and loose the leads in the process. Web sites are the number one tool for generating sales leads in this Internet era. Lead follow up tools are generally included in the lead management solutions for small businesses.

### **Customer Service via Internet**

Customer service costs can be reduced significantly and satisfaction scores can be improved dramatically by using simple customer service tools. Customer issues can be logged, tracked and followed up with on-line tools. As we all know, several big businesses are losing customers because of poor customer service. The small businesses can excel in this area with personalized and professional service.

### **Exchange of Ideas and Issues**

Many business owners tend to reinvent the wheel. In this information age, a search on Google or Yahoo might provide useful information and save a lot of time. Businesses that are part of a franchise system or other such organizations or associations can gain a wealth of knowledge by using idea sharing tools available on the Internet. Even employees within a organization can share and exchange ideas using the Internet based tolls such as blogs, wikis and discussion forums.

### **Cost Effectiveness**

All these solutions are available at very reasonable monthly costs without any long term commitments. The consultants provide support services necessary to utilize the solutions. These tools help improve the business efficiency manifold and the customers love the efficient on-line services.

### **Conclusion**

Small businesses have immense opportunities with the advent of internet based solutions for sales, marketing, operations and customer service. The clutter of spreadsheets and paper documents can be significantly reduced. The efficiency and customer satisfaction can be enhanced by leveraging these tools with minimal technology skills and no capital investment. For more details on a suite of web centric tools for small and medium businesses from Anagha Group, please visit [.fmsplus.com](http://.fmsplus.com) and [.leadpro247.com](http://.leadpro247.com) web sites.

### **About Anagha Group**

Anagha Group provides a range services in Marketing, Sales, Operations and Customer Management and Service arenas. The portfolio of services includes strategic marketing, marketing research, email marketing, lead management and support services. Rebates programs administration, loyalty programs management, co-op programs execution, integrated marketing and fulfillment services are delivered to the customers using flawless delivery methodologies. Backed by an experienced, strong technology team and global delivery capabilities, Anagha Group helps customers achieve significant cost reduction and enhance profitability.



Several technology tools and customer centric solutions are offered in on-demand (Software as a Service or on-demand) or on-site models. These tools help handle day to day marketing related operations efficiently, measure and analyze benefits in terms of ROI and aid in decision making by effective utilization of marketing dollars. These tools also provide valuable business intelligence reporting in marketing, sales, operations, administration, service and customer data management areas.

Anagha Group offers consulting, best practices and allied services in data management, customer data integration initiatives, global data exchange programs among trading partners, portfolio management, quality improvement programs and technology consulting in marketing, fulfillment, sales and operations business processes.

Anagha Group provides its services to a cross section of the industry, including consumer packaged goods, marketing services, retail, franchising, healthcare, life sciences, building materials, finance, mortgage processing, banking and insurance, property management, automotive and other manufacturing industries. For more information on services offered, please visit [.AnaghaGroup.Com](http://AnaghaGroup.Com).