

From Word to the Web™

The Service for People Who Just Need to Get it Done

Create your web pages in MS Word then e-mail them to us. With our next day service, they'll be up on your site within 24 hours. That's it. Website troubles solved.

Website Frustration

The primary complaint we hear from business owners and service organizations about their websites is that it's just too difficult and frustrating to keep them updated with current information. Dealing with a webmaster and all the technical bureaucracy is expensive and far too cumbersome, especially for small businesses and non-profits. We call this website frustration and it's why a lot of websites sit there like a stone with all their potential going to waste.

Website Troubles Solved

The Internet is the most powerful communication tool ever invented. And, now, it's become a daily habit for nearly everyone. To get maximum bang for your website buck, it's very important that you keep your web pages updated with current information. Up-to-date content maintains a live connection with your audience and keeps the momentum going. Stagnant or outdated content sends the message that you either don't care or you don't get it. As a result, huge potential goes untapped.

The major barrier to a smooth and convenient content management process is this issue of website frustration; it's the elephant in the room. Several years ago, we commissioned a software project to solve this problem for our own customers. The result was everything we had hoped for and management of their website content was vastly improved. As good as it was, however, there was still room for improvement.

Since then, technical advances in the industry have enabled us to offer this new service that makes everything even easier. Now, our customers can use basic computer skills to take complete control over every bit of their online content. With the webmaster (including us) totally out of the way, our customers are free to concentrate on refining and optimizing what really counts: their online message. Now, creating and updating information on their websites is as easy as using Microsoft Word... literally.

Create... Save... Send... Done!

Here's how our Word-to-the-Web system works. When I said you could use Microsoft Word to manage your website content that's exactly what I meant. To create or update any page on your new website, you simply go into Word and create a new page or edit an existing one. Then, when it's exactly the way you want it, save it and send it to us. We'll have your content up on your site by the next day. That's it. If you can use Word, you already have everything you need.

All the features in Word can be used to create any content you want on your web pages. And, here's something else... let's say you have a "poster" or graphic designed to promote a fundraising event you're planning for your service club or church, or to promote a sale for your

business. Just ask your artist to deliver the finished piece to you in PDF format then e-mail it to us and it'll be on your site the next day.

Our Word-to-the-Web service...

- Is the easiest and most convenient way to get your information up on the web.
- Makes it easy to create your content. You're limited only by your imagination.
- Is a zero-stress process. Create, save and send each page to us and you're done.

Calling All Volunteers

While our system is very productive for small businesses, it's absolutely perfect for non-profit organizations. Even if you have a volunteer webmaster to manage your organization's website, he or she is probably exhausted by now and longs for someone else to take over. Imagine, instead, each committee chairperson managing his or her own section of the website without having to seek help from anyone. (Create... Save... Send... Done!)

Having a fund raising event? Need to make last minute changes? No problem. Edit your Word document and send it to us. Want to post photographs of the event? No problem. Arrange them in Word, type in the captions and send the page to us. Need to post minutes of a meeting. Again, no problem. People love seeing results of events and other content posted quickly. It projects a very professional image.

Be a Marketing Genius

Have a business? Want to run a weekly special to keep your customers coming back? No problem. Create it in Word and send it to us. Want to run a contest to generate traffic, no problem. Run one every week if you want to. Want to show photographs of new products? Arrange them in Word and send them to us. Your customers will know that you care about them first and foremost. After all, you're keeping them in the loop. That's how you stand out from the competition and keep the momentum moving in your direction.

Need Help With Your Content?

Take advantage of our content coaching and support service. We'll have a telephone interview to clarify the goals for your web pages so we can suggest content consistent with these goals and review how your web presence can support your overall sales process. The key is to create curiosity in your target audience then move them along with a zero-risk process right to your front door. There is a technique to make this happen that's totally consistent with human nature. Let's put it to work for your business.

What's the Next Step?

If you have any questions, or if you want to get started, call toll-free to 800-411-2267 or send an email to gary@marketingfirst.com. We can discuss your situation to see if our service will work for you. Converting from your existing website can be quick and easy, but we should take a look at what you're currently doing. You're almost there. Make the call. We'll make it happen.