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Earlier, I have discussed some of the reasons why internet has changed how businesses are being done generally. In this article, I want to look at some of the major benefits of internet marketing. Follow me as we are going to look at that together in this article.

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Now the benefits...

### #1 Global market reach

First and foremost, internet marketing can increase your global market reach. Without the internet, you will not be able to do business beyond your immediate environment. With the coming of the internet, you can set up your online campaigns. You can also set up your e-commerce store and transact businesses online.

### #2 24/7 Online Shopping

All with the coming of online marketing, it is now possible for you to make money while you are asleep. [Online Businesses](#) are set up and most of the processes are automated. This allows the process to run without any human intervention. It also allows you to make money while you are asleep.

### #3 Drive sales

Internet marketing can also allow organisations to drive more sales. With it, you can actually reach out to prospects that have all the characteristics that want in your ideal customers. This allows you to engage in inbound marketing in order to convert prospects to customers. This will end up increasing your sales astronomically.



### #4 Better market research

Another benefit of internet marketing is that it can also improve the market research efforts of the organisation. When you have internet marketing in place, you will have available data about your customers' purchase behaviour.

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This will enable the organisation to understand what motivates their customers' buying behaviour. This will enable them to properly segment and profile their

customers. It will allow the organisation to raise exit barriers for their customers.

## **#5 Brand awareness**

Another benefit of internet marketing for businesses is that it will definitely increase brand awareness for the organisation. When your business is online based and you have a good brand strategy, even those that have not purchased any products or services from you will be conversant with your products and services. This will increase the clientele base for your products and services.

## **#6 Investment strategies**

Also, when organization launch out online, their horizons will be widened and they will have to be looking for ways of increasing their customer base. This will definitely be forced to invest more capital into the business. They will have no option other than to respond to the increase in the demand for their products and services.

## **#7 24/7 Customer Support**

Another benefit of having an online-based business that is fully supported by a stable internet is that it will allow the organization to respond to customers in real-time. Customers do not have to come to the office before their challenges can be addressed. This will definitely increase customer loyalty and [boost the sales of the organization.](#)

## **#8 Personalized Services**

Another beauty of a good online business for any business is that it will allow the organization to offer personalized services to their customers. That means products can be individually tweaked in order to meet the need of customers. With that, customers can make individual personal demand for products and services and their needs can be met based on what individual customers can afford.

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## **#9 Lesser Advertising costs**

Also, when you are able to build a good online reputation for your organization, you are likely to develop a loyal customer base who can relate and identify with your business without having to come to your office.

When you have this calibre of customers, they are ready to assist you in reaching out to more customers. By the time they start posting about your products and services to their own audience, you will realize that you can reach out to more customers and reach out to more prospects without breaking the bank.

## **#10 Low-cost information sharing**

Added to the lower cost of advertising your products and services, you will also notice that with a good online business and community management, you do

not need to go to any radio or television station when you have vital information to pass across. You just need to ensure that your community are well managed and information is posted on your social media platform when most of your audience is online.

This will ensure that any information that you are passing across at that time is able to reach as many people as possible.

### **#11 Saves cost**

Another beauty of a good online business is that it can assist the organization in saving cost and time. Let me say that when you are using the traditional mode of marketing, you are likely to spend more and achieve a little results.

It is also possible that the majority of those that listened to that advertisement at that time is not really interested in what you have to offer. When it comes to online marketing, with appropriate targeting, you can leave out those that are not likely to respond actively to what you have to offer.

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### **#12 Better customer communication**

Also, internet marketing as a tool can increase better communication among various stakeholders in an organisation. First and foremost, it will be easy to communicate with customers and prospects without requesting them to come

down to your office. Also, internet marketing will allow various departments to communicate and collaborate in order to resolve customers' issues.

### **Action Point**

**PS:** I know you might agree with some of the points that I have raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you could drop your comment. Thanks in anticipation.

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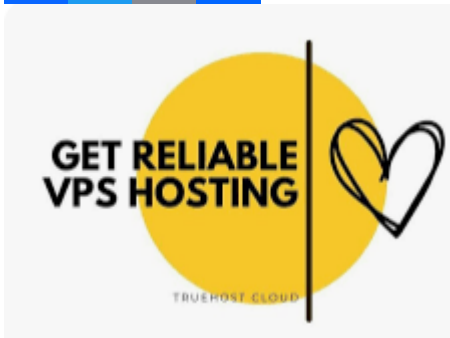
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