

Title:

What Is A Brochure Site?

Word Count:

399

Summary:

When you look around and research what people think the purpose of a brochure is you find sugg

^The first question you need to ask yourself is `What does my company want this brochure to do

When you then research what the answers to these questions are you get things like: `to provid

Keywords:

web site, ecommerce, brochure site

Article Body:

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Then when you Google `WHAT IS A BROCHURE SITE?' this is the answer you get: ^A small web site

Made us think.

And what we thought was that all the definitions are pretty mealy mouthed and miss the point.

The point being that the purpose is surely to MARKET [i.e. engage in the commercial promotion,

If it isn't then why would any business add to costs by producing said brochure?

[Back to mealy mouthed answers there!]

Does it not follow then that a ^brochure site~ must also market or sell? Yet, when there are o

All this at a time when internet shopping has, according to IMRG, reached 10% of retail sales

1. £30 billion of RETAIL spending is online

2. £20 billion of OTHER CONSUMER spending is online

3. a further £30 billion of OFFLINE RETAIL sales is impacted by internet information, research

4. 10% of retail sales now take place online

5. e-retail sales have grown at an average year-on-year rate of 45% for the past 6 months

6. e-retail sales have grown 2,000% in 6 years

7. 44% of shoppers polled expect their online shopping to increase in the next 12 months

8. 90% had researched goods online then bought them offline

9. 52% of consumers plan to reduce their high street spending in 2006

All this when a really good shopping cart costs less than £400 [yes, we sell them] and organiz

The world sometimes seems very strange!

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