

Easily manage your business on the Internet

Abstract

The Online Business Solution provides everything a business owner needs to run a business on line including Web Hosting, eCommerce, Email Marketing and Lead Management. In addition you also get access to a powerful Application Development framework, Bookings and POP email.

The Showpage Online Business Solution is an integrated suite of applications commonly used to develop, manage and promote a business on the Internet. Content management, customer retention, online commerce and statistical information is all available through the administration console to provide you, the business owner, with everything you need to operate your Internet business.

Run your website

As a fully hosted solution you don't need a programmer to manage your website. Pages can be edited easily using the administration interface and you can even utilise community building applications like blogs and forums. Premium content can be locked away in secure areas providing the ability to manage membership access.

Generate business leads

Utilising the forms generator to build customised web forms, inquiry information can be quickly converted to business leads and stored in the centralised customer database. You can even be notified instantly by email or SMS when a form is submitted allowing you to react quickly to a new business opportunity.

Work flows can also be developed to automate replies and escalate inquiry submissions.

Understand your customers

With the centralised customer database every web inquiry, purchase and every action is recorded against a customer record. You can quickly build a profile of every customer and see how they interact with your business.

An online shop

Using the powerful online shopping application you can set up a fully featured on line shop without any extra software and almost no effort. The application allows you to sell products, fulfil orders, manage stock levels and collect payments automatically.

Engage your audience

Email marketing is a powerful method of retaining customer interest and keeping your business top of mind. The Online Business Solution helps you deliver newsletters and targeted email campaigns to your customers. You can even track open rates and click through actions to measure effectiveness.

Performance analysis

Comprehensive reporting is included so you can evaluate the health of your online business. You can see where your customers are coming from, what pages are most popular and quickly assess the performance of your website, marketing campaigns and e-commerce. Information can also be exported as CSV files for further analysis or imported into your off line business database.

For more information

You can get more information on the Online Business Solution on the website at: <http://www.showpage.com.au/online-business-solution.html> or you can contact our sales team to learn how we can help you take control of your on business on the Internet

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