

Free Web Site



Market on the internet

It's a revolution! Click you've got a new customer.

SecuritySource.net is offering a Dealer's Website Design and Hosting Package that gives the dealer a professional internet site, designed for free. Let our online marketing professionals design and install a custom marketing-driven dealer's website for you at no cost, and host it on the SecuritySource.net internet platform for only \$50 per month.

As the internet continues to grow, the alarm security dealer's website is going to be his main 'Selling Engine.'



Unfortunately, most people — including dealers — are not experts at internet marketing or website design. Some build their websites before they devise a viable internet marketing plan.

A compelling website does not have to be big, but it should be a site that can be a potent marketing and sales resource for the dealer. As an expert in security and the internet, SecuritySource.net is an excellent resource for creating your premier new media marketing support tool. Our mission is to leave the dealer free to service customers and make new installations, while the website does the customer trolling.

Special Association Package Available

Special web design and hosting packages are available to state and national alarm, fire, and affiliated security industry associations. These packages can be offered, in turn, by the associations to their membership. Contact us for more information.

Tips on promoting your new site

Put your web address on your business cards, all your letterhead and in your newspaper and yellow page ads. Most importantly, put it on the side of your trucks in LARGE LETTERS. Your truck is a moving billboard, and when you are parked on the street making an installation or a sales call, your web address will be there to be seen by prospects in the same area. We know of one business that gained a multi-site commercial customer, through the web, three days after he had his web address painted on his trucks!

But there are many other ways to use the web. eMail advertising is one of the fastest growing promotional mediums, and one you should embrace. One study claims that \$289 million is spent on eMail advertising currently, and forecasts that by 2003 spending will balloon to \$1.9 billion! Join the revolution. Send promotional eMail to your existing customers and to new prospects. If you can get permission from customers to accept your eMail by promising news and special offers, your response rate will be higher.

