

SCT Media ...

Helping Customers To Sell More

A Case Study

The Background



SCT Media solutions connect prospects, customers, manufacturers, authorized dealers, resellers and distributors by streamlining business processes such as outsourced solutions, advertising and post-sale services. Our clients benefit from receiving orders and completing sales rather than the more tedious tasks of marketing and closing sales.

Using our technology and money and your own products, we provide an outsourced e-commerce platform enabling any company the ability to market, advertise and sell their products and services online. All our customers need to do is receive the order and deliver the product. Then, sit back, relax, and collect your payment from us!

The Need

Traditionally, marketing and sales have only had the standard marketing and promotion mix available to utilise. In order to make a profit or even simply promote a business or product you must invest in: advertising, marketing, sales promotion and personal selling techniques. Now that the marketplace is a worldwide venue, reaching this audience of potential consumers can be too expensive or difficult to manage for the average business. Even for larger businesses, using an already established network such as this provides another way to increase overall profits.

The number of internet users is expected to surpass 1 billion in 2005. Just having a website won't ensure your product gets promoted and sold properly. Additionally, while many businesses may have websites, they are simply unable to offer a web storefront. "Customers come to us because they want to see their products reach a larger consumer audience. We have the technology and the resources to deliver just that." *Steven Taylor, Director, SCT Media*

Let's assume "Your Business" is looking for a profitable and easily managed way to:

- ✓ Advertise products to the online community of consumers
- ✓ Utilise an already established (and continually growing) reseller, dealer and distributor network
- ✓ Provide a new channel for marketing your product line
- ✓ Boost customer leads and overall sales/profits
- ✓ Make it easier to take orders, distribute the product (s) and focus on revenue

The Solution

After assessing the options, let's assume "Your Business" sought out the assistance of SCT Media. SCT Media would provide an outsourced e-commerce platform enabling your company the ability to market, advertise and sell your products and services online.

SCT Media would build and manage an online store and promote your products through our vast network of affiliates. We build the site, advertise, sell the products, place orders, and collect the payments. We also provide "Your Business" with the sales and status reports that are vital to any companies marketing and sales analysis.

SCT Media alleviates much of the time and resources associated with online sales and provides "Your Business" with the ability to focus on filling orders and making a profit.

The Result

The benefits to "Your Business" will be immediate. The service enables "Your Business" to market and sell your product(s) at no direct cost. "Our customers have everything to gain and only valuable sales and customers to lose." *Steven Taylor, Director , SCT*

Saving Time... Selling products with SCT Media will provide "Your Business" with a valuable marketing and sales tool at no additional cost to your budget. The system is extremely valuable to "Your Business" and will either free you from needing to set up your own online store or simply add another channel to market and sell your product(s).

Saving Money... Setting up an online storefront is costly to market and advertise properly. It is also expensive to build and maintain. Additionally, valuable time, resources and employee hours would be needed to build and manage such a system appropriately. Selling products though SCT Media eliminates these issues for "Your Business".

Return On Investment

"Our customers have immediate benefits including: lowered marketing and advertising costs, the ability to target business and consumer customers, access to profitable reseller and dealer networks, higher response rates, increased brand awareness and more opportunities for sales." *Steven Taylor, Director , SCT* Users of this system can expect to get their products in front of more customers which will result in more sales and all without requiring any additional marketing and sales effort from your business.

By using the SCT Media concept "Your Business" can expect to have the tangible results you deserve.



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