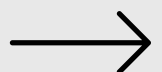TOP BENEFITS OF

HAVING A MICROSITE

A FOCUSED PATH

Compared to a larger website, a microsite provides a more focused and clearer presentation of your specific brand of product. Since it highlights and features only a specific product or service, your microsite gives potential customers a clearer and faster shopping experience.

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EFFECTIVE BRANDING

If you want to launch a new product or service, you'd want it to stand out from its mother brand. This is to ensure that your product or service would be able to stand on its own, especially if your mother brand is not that reputable.

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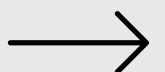
EFFICIENT EMAIL CAMPAIGN

Emailing is fast becoming the world's leading means of communication. Almost everybody everywhere has an email address or two. Microsites take advantage of this fact to connect with majority of online users.

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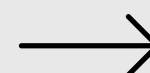
DETAILED INFORMATION

It can definitely help your products and services to have their more significant and relevant details posted on its own page. Having a microsite to put all these pertinent details helps viewers to easily clarify and understand your proposals.

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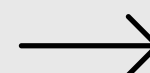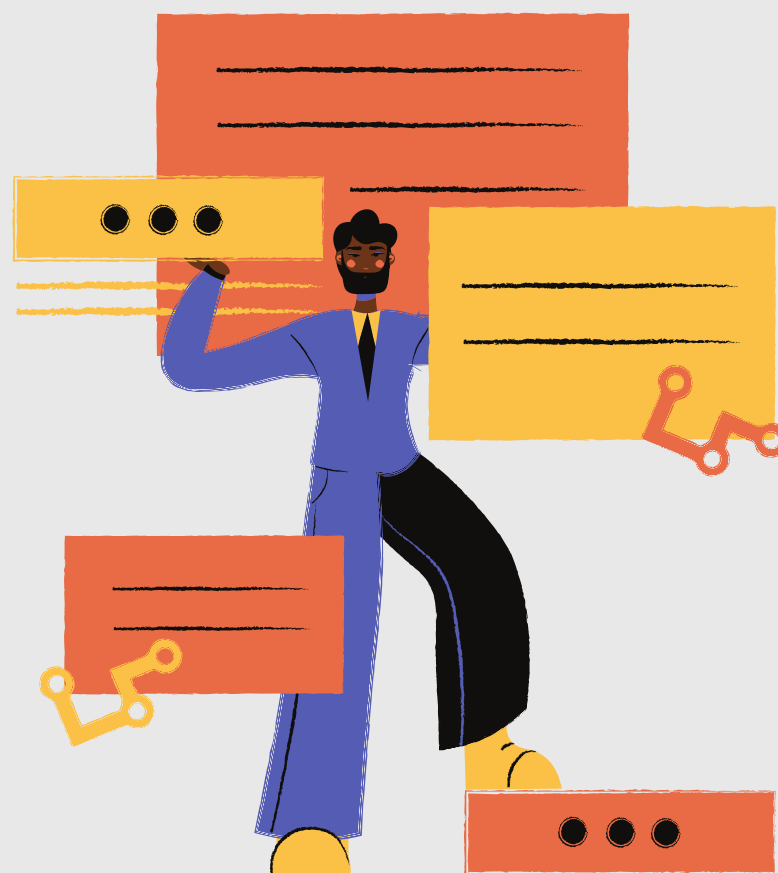
INCREASED PUBLIC INTEREST

A sure plus for any business or online announcements, having increased public interest means your site is effectively fulfilling its purpose. It is no doubt that microsites are natural audience grabbers.

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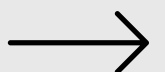
FASTER DEVELOPMENT AND PLACEMENT

A Microsite is especially useful if you apply it to a seasonal promotion or announcement that has a short lifespan. Creating a full website for something that has an expiry date is impractical as it is a waste of both time and money.
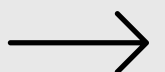
PERFECT EXPERIMENTAL TOOL

Sending out various campaign messages through different and assorted microsites can help you test your market. This can better gauge the effectiveness of the messages and help you choose which is better and more attractive to your target market.
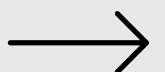
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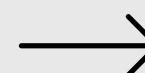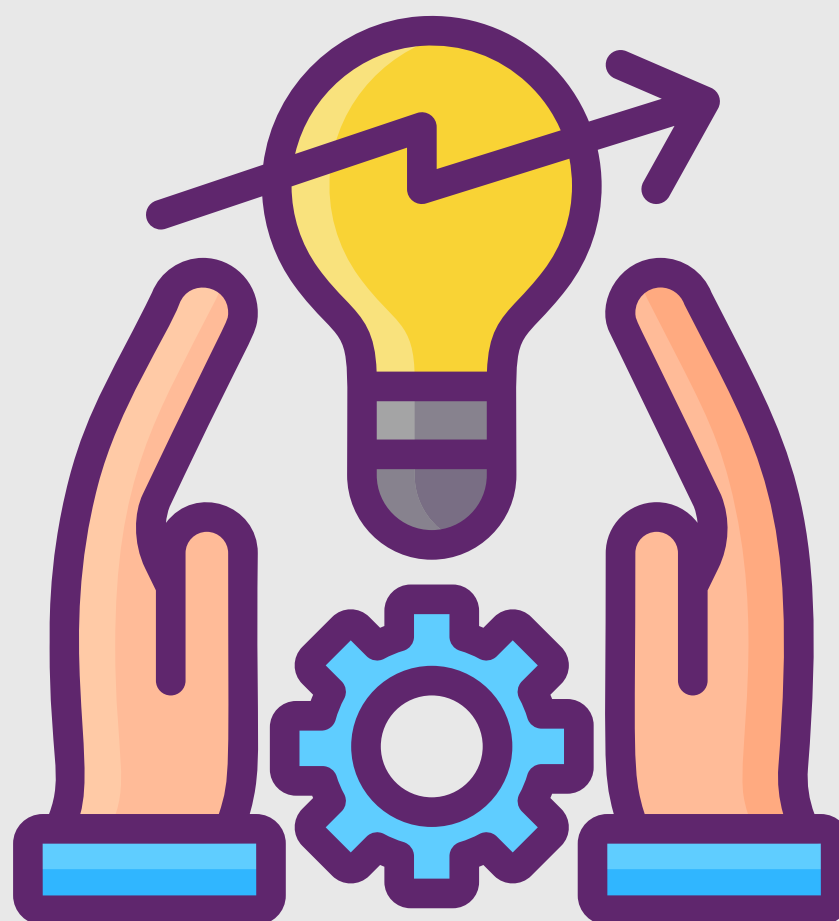
COST EFFICIENT

Contrary to what most people think, building and maintaining microsites may be more affordable than actually creating bigger websites. Aside from the limited number of pages, the contents are also lesser.

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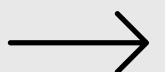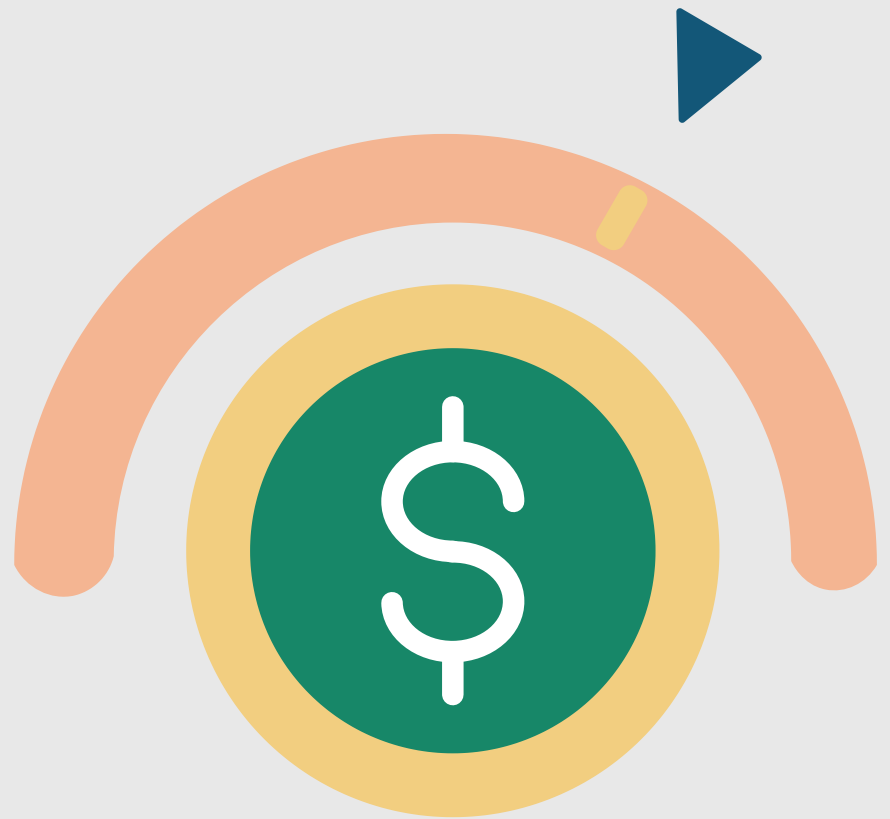
SPEED MATTERS

Speed matters for every site. If your site page takes more than 3 seconds to load, you won't accept any customer visits again. When we talk about microsites, they load fast.

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thank
you