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Website Notifications

Make Your Web Content Work For You

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Website Notifications

Make Your Web Content Work For You

Inform dealers and customers that content has changed on your website. If you have a Content Managed System (CMS) website, you can use website notifications to let them know when you have posted new information, such as:

- Sales programs
- New products
- Upcoming trade shows/events
- News stories
- Press releases
- Receipts for products

Notifications are set up by your web development company according to content type (e.g., news stories, sales programs, etc.) and type of contact (e.g., dealer, customer, etc.). Before you can send notifications, however, you need to have a list of contacts. Contacts are people that sign up for an account on your website.

There are several different ways to notify your contacts that content on your website has changed. It is currently possible to notify your contacts in the following ways:

- E-mail
- Message on user profiles
- SMS text messaging
- Twitter posts
- Push notifications for iPhone

E-mail is currently the easiest way to send notifications to your contacts because most website registration forms require users to enter an e-mail address to sign up for an account.

Benefits Of Website Notifications

Website notifications allow you to keep active users of your website in the loop as to what's going on with your website. Here are some benefits to using website notifications:

- Your contacts will be informed immediately of new products, news stories, etc.
- They won't miss last minute changes to trade show/event schedules.

- All of your contacts will be kept informed and be on the same page.
- If new content is added regularly, users will visit the site more frequently.

Notifications are a great way to reach out to your contacts with updated website content as well as keep bringing them back to your site. This will continue to make your website a useful sales tool for marketing to your contacts.

To learn more about notifications, e-mail Kerry Johnson at kjohnson@growwithbmg.com or call 260.422.7100.