

New Internet marketing package launches with Chippy Lido Auction Website

WEB-right's Simplicity (<http://www.web-right.co.uk>) complete website and Internet marketing package is launching in the Chipping Norton area this week. WEB-right Simplicity delivers a website, editing software and training, professional copywriting, and a year's built-in Internet marketing support.

To mark the launch of Simplicity, WEB-right is sponsoring the dedicated Chipping Norton Lido Auction of Promises website. The Lido Auction site (<http://www.chippylido-auction.co.uk>) will be live in early May and will be online until August 2009.

In addition, WEB-right is giving away free copies of its Simple Guide to Marketing for Small Businesses. Anyone who would like to receive a copy should email simplicity@web-right.co.uk.

Simplicity has been designed to solve the problems experienced by small businesses which want to market themselves on the Internet. Typically, these problems are: high up-front cost of web design, poor copywriting, and a website which cannot be updated by the site owner. Many website owners also have a limited understanding of how the Internet works. This means the average small business with a conventional website will quickly find it has been an expensive investment which bring little or no return.

The unique Simplicity package overcomes these problems by delivering a website complete with professional copywriting, and a marketing support package which lasts for 12 months. Simplicity has no high up-front costs. Instead, a low set-up fee is charged, and payments are made to retain WEB-right's services on a monthly basis. The costs are based on the size of the website and a 5 page website will cost £92 a month for 12 months. At the end of Year 1, the website owner can choose to host the site elsewhere as there are no long-term contractual tie-ins.

WEB-right director David McCarthy says, "Internet marketing is very important for small businesses, especially in this economic climate. Simplicity is designed to help SMEs reap the benefits of a strong Internet presence without crippling their cash flow."

Note to Editors

WEB-right is part of Chipping Norton company, IDEAS-right Ltd. Sister company WORD-right, has been providing copywriting and marketing support to SMEs since 2006.

Chipping Norton Lido Auction of Promises will be held on 3rd July 2009. The auction will be compered once again by Jeremy Clarkson. Last year's auction raised in excess of £18,000.

WORD-right provided all the copywriting for the dedicated Lido auction website in 2008.

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