



An interview with Reuben Jackson from Web Widgets reveals his business achievements so far, and the role the Bizzone Business Expos have played in his success.

NZB: What does your business do?

RJ: We enable businesses to create their own websites and online shops for free.

NZB: How did you get started?

RJ: I started my business as a sideline, by making websites for business colleagues back when few people had those skills. I developed some software to help in this process and my business started from there.

NZB: What is the most interesting thing about your business?

RJ: The most interesting thing for me about our business is working with leading edge technology. The Internet is moving so fast, websites that did not exist a few years ago, quickly become household names. The possibilities are enormous for us and for our customers, and it is exciting to be a part of the growth and innovation in the

sector!

NZB: What is your greatest achievement?

RJ: Our business is becoming self-sustainable. We have reduced our support calls by 50 percent through improving the user interface of our website. The easier it is for customers to help themselves, then the less administration time it consumes, allowing us to spend more time on more productive and interesting projects.

NZB: What is the biggest lesson you've learnt?

RJ: The biggest lesson we've learned is that the background systems for managing our business are the most crucial contributor to our success. Many entrepreneurs focus on their product or service, yet forget about the systems for managing their



finances, customers and staff. As we fine-tune our back-end systems, our whole business runs more smoothly and our staff then deliver a better service to the customers without effort.

NZB: Most exciting moment in business?

RJ: Several years ago, having reached 100 customers, we realized we had a serious business offering, bigger than just doing work for people we knew. About this time we had a new customer who had found our service online and completely managed the website development themselves, without anybody on our end being involved. We had finally reached our first business objective – let the people do their own website building.

NZB: What's the best advice that you have ever been given?

RJ: Focus on identifying your perfect customers, and focus on marketing only those services which will attract more of the perfect customer. The perfect customer being one who generates sustainable profits and is a pleasure to work for. We have more than 900 of them!

NZB: What is helping you grow? What marketing is working for you?

RJ: Search engine optimization is the number one approach working for us. It is a long time commitment, but the end results when you gain top position in the search engines is amazing. I encourage all business owners to get started on optimizing their websites! Google is the place to be.

Second is keeping your existing customers happy – for retention and

creating product ambassadors. And third are trade shows that enable us to meet new networks of people. I have been an exhibitor at the Bizzone Business Expos for three years, they have delivered good quality customer leads and been helpful at maximizing our participation in the show. We keep coming back because the show is working for us and is a good fit for us.

NZB: What do trade shows do for an online business?

RJ: Trade shows like Bizzone are great. Nothing beats face to face communications for establishing trust and understanding of our brand. And they are a great networking opportunity.

NZB: What is your strategy for a successful event?

RJ: At the Bizzone Business Expos we run a competition to ensure we collect the business owner's contact details. Those details immediately go into our customer database and they receive our monthly newsletter. All contacts are also invited to a follow up seminar, where we show them how easy it is for them to build their own website. We have had about 66 percent attendance to our seminars from these business owners whose details we capture at our expo stand. These business owners are proactive and we have a product that makes their life so much easier and more productive!

Visit www.freewebsitebuilder.co.nz and see Web Widgets at the Bizzone Business Expos: Auckland, 2-4 June, Wellington 21-23 July, and Christchurch 11-13 August.

For more information and to exhibit visit www.bizzone.com or call 0800 249 397