

### Benefits for your business

- It provides exposure. This means more customers. People will not buy your products or use your services if they don't know who you are. It's that simple. Your business directory listing will contain important business information that customers are interested in.

- There is intense competition for most goods and services, and making a profit can be challenging. Being listed in a business directory is a good way to get your name out there. People overwhelmingly use search engines and business directories for help in selecting products. Yours needs to be listed in order for you to have a chance for success.

- The cost of running a business is high; advertising costs are high. Listing with an online business catalog is a good, inexpensive way to gain exposure for your company. Often the cost is less than that of advertising in the traditional paper yellow pages.

- With traditional paper business directories, once they are printed, corrections, changes, and additions cannot be made until the new edition is released. With our online business catalog, you can make these important changes any time you need to.

- You can list your business in industry-specific business directories. For example, if you run a financial consulting business, you can list in directories designed for financial businesses. This allows customers to further narrow down their searches and allows your company to have more prominent placing.
- In our business catalog it is like the front page of your company website it consist full information for your customer. (i.e address, exact location by satellite map, product or service display, link to your website, banner advertisements and more...)

## Why you choose Ethiopia Business Catalog

An Ethiopia Business Catalog has lots to offer if you get registered with us. The major advantages of getting registered in an Ethiopia Business Catalog are:

- It promotes the visibility of your local businesses in higher place in comparison to their competitors who are still employing the ancient methods of advertising, i.e., in the yellow pages and newspapers.
- It strengthens your relationships with the existing buyers, customers and clients by updating valuable information regarding your company online.

- You can show your office or location by satellite map, no need of describing your location by traditional way. (i.e in front of, behind, near, around etc..)
- You can acquire the customers of your competitors, as your company will be much more visible and updated attracting and promising the customers of quality services.
- You can advertise by your company logo or pictures on the top or featured list of our website.
- There are no restrictions regarding the quantity of the content that you can include in the business directory.
- You can also upload your product's pictures, file, menu and service records along with your very own business URL.

- You can add the business directory's website address on your business cards so that customers find it very easy to access you and thus avail your services.
- You can keep the prospective customers duly informed about tour new products, business hours, special offers and discounts.
- A business directory also submits your company's Internet page to the leading search engines that helps to increase your website's quality traffic flow.
- As increasing number of consumers are availing the facility of the Internet, it is very easy for them to spot your company and seek services.