

# New York Internet Marketing Expert Says That a Blend of Sales and Marketing is the Key to a Successful Online Presence

*Online marketing firm dzine it, says that the line between sales and marketing has blurred in the digital age.*

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/EINPresswire.com/ -- “The individual, as well as the combined roles, that sales and marketing play in the success of a business, have changed dramatically in the digital age,” says Peter Crisafi, President of dzine it, Inc.

([www.idzineit.net](http://www.idzineit.net)), a leading online marketing and [search engine optimization firm](#) based in Manhattan and serving clients from around the country. “The original business model taught us that a company’s [marketing strategies](#) bring in leads, while sales efforts close the deal.”

Historically, we have been taught that marketing requires a very different skill set than sales, and there was often

debate about the relationship between the two. In the digital age, however, Crisafi says that a business’s marketing strategy should be to build its brand and drive prospective clients to its website. The sales strategy is to convert them, once they have reached the website.

“For the most part, marketing and sales continue as separate disciplines,” he explains. “However, the Internet demands that your digital strategy combines elements of both.”

By understanding the balance of power between them, a business can ensure that it is meeting its critical online marketing needs.

“In the early days of the web, a business website design was more of a novelty and an online brochure was enough to claim your stake on the web,” Crisafi says. “[Internet marketing](#) as we know it was virtually nonexistent.”

However, Crisafi notes that as search engines became more sophisticated and web usage became more formidable, the playing field radically changed.



Dzine It Website Communications Firm

“Markets began turning to the web to locate products and services,” he says, “and online marketing strategies began to solidify. Companies had to respond to these changes in order to position themselves squarely in front of prospective customers. At this point, search-engine optimization became a critical digital marketing tool.”

At the same time, Crisafi says that advancements in website analytics began to provide valuable intelligence to business website owners. Websites were no longer simply brochures, he said, but portholes of information that could lead users through a carefully crafted experience.

“Now that the future is here,” says Crisafi, “most of a business’s marketing is done exclusively online or, at the very least, with its online properties in mind. As a result, companies need to blend their marketing and sales tactics.” Crisafi says that a successful web presence allows a business to not only be found online, but to provide credibility through its website and lead prospects through to conversion, without any human interaction.

Established in 2003, dzine it, inc. is a leader in custom web development, programming and design solutions for small and large business, agencies. The company offers a wide range of business-centered visual communication solutions, including web-based content management, web design, graphic design, custom web software

applications, ethical white hat search engine optimization (organic SEO), video encoding, and print media solutions. For more information, call 212.989.0813 or visit [www.idzineit.net](http://www.idzineit.net).

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