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How you will recognize a smart businessman? The question looks rather difficult, but the answer is very simple. If a marketer is technology conscious, he or she is smarter. You all would have heard that technology rules the world. It brings the transformations in the market and gives ways to new and small businesses to rise faster and better. If you apply technology in your business operations, you can increase your revenue manifold in the same resources. You'll be thinking that saying is easier than doing, but it is true. The businesses, which used online marketing and social media marketing for their business promotion activities, achieved bigger targets, and increased their revenue.

The success stories of General Motors and McDonalds are the best examples of it. After starting your online business, you need to tap the potential of online market and generate traffic on your website. You website is very important for your online business operations. It is just like your local store. The visitors on various social media sites click on the inbound links to your website and therefore it should be uptime most of the time.

Many web service providers offer good packages to make your website up always. It means that the server never gets down. It is always up. The business of web hosting services provides you great opportunities. You can start this business with very low capital. Most of the websites worldwide are based on windows platform. Therefore windows hosting services are in great demand. You can register the domains for your customers and can offer them hosting services and web designing services.

A common misconception about windows web hosting is that customers think that they should have windows operating system on their computer for it. This service has nothing to do with the operating system, which you are running on your home computer. Instead, your server needs windows operating system. Maximum number of commercial websites around the world runs on windows platform, and therefore businesses prefer this service to Linux web hosting.

Since the online market is increasing very fast, you have a great opportunity to start early and become windows hosting reseller. As your reputation increases, you'll develop reliable online customers. Once businesses get their domain names registered by you, they will offer you other web services including server hosting and their website designing. By offering god services, you can make them your permanent customers.

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