

## **BOWWE has discovered how to effectively help small businesses**

**300 million - this is the number of micro, small and medium enterprises around the world. Most of them struggle with a similar problem: their owners have to spend a lot of time and money acquiring new customers. BOWWE is a business builder - an innovative solution, combining a website builder with applications that reduce the costs of acquiring clients by 32%.**

Karol Andruszków, Wojtek Andruszków, and Kuba Bihun - three visionaries with startup DNA, a passion for new technologies and a great sense of business, decided to jointly create projects that will solve the problems of small entrepreneurs and help their companies grow. That's how BOWWE Business Builder was born - a growth platform for micro, small and medium-size companies. BOWWE consists of a website builder, CRM system, a number of useful sales-stimulating applications as well as artificial intelligence that analyzes data and prompts users on which tasks to do in order to succeed on the internet.

Thanks to the intelligent marketing module, offline entrepreneurs can effectively gain new customers online. **Websites are usually not designed for the profit of the companies for which they are created, and yet this should be the purpose of their existence** - explains Karol Andruszków, CEO Bowwe. - We have a different approach. We have developed a Business Builder, which enables entrepreneurs to acquire customers online and focus on providing them with great service. Importantly, our solution also allows you to avoid spending large sums of money on marketing activities that often prove ineffective.

With the use of BOWWE, entrepreneurs can create a website with the use of preexisting templates or building everything from scratch. A web page, however, is only the beginning. **An intelligent system will guide you step by step into implementing all the changes needed to sell your products or services online.** All solutions are implemented very quickly thanks to integration with HONARO. Entrepreneurs may utilize an option to book online appointments, use recommendation marketing (automatically publish valuable feedback from real customers on their website), apply well-designed pop-ups to effectively collect customer contact details, build a landing page, offer discount coupons to attract customers, use CRM system and many other functions. This is much more than the creators of competition websites offer. At the same time, Business Builder is available at an affordable price adequate to the budget which the average small entrepreneur is able to spend on creating a website and conducting promotional activities for their business.

More importantly, since the operations of all the applications are integrated and they work automatically together you don't have to perform any actions, so a customer using a coupon will automatically be added to company' database, a request for issuing an opinion will be sent, and

opinion will be published on the company's website. Contact with the client could be constantly upheld e.g. by sending invitations to participate in an event, information about additional services or current promotions. The applied automation saves the entrepreneur's time, and a well-thought chain of marketing "steps" reduces customer acquisition costs by 32%. It also helps customers build loyalty while simultaneously becoming an internet ambassador who recommends the company's products and services.

--

**Company website:** <https://bowwe.com/>

**For more information, please contact us at:** +48 5 3007 3007, e-mail: [hello@bowwe.com](mailto:hello@bowwe.com)