

Leveraging the Power of Your Website

Five ways Broadfield Communications helps you add value
to your website to build your business and give you
an unbeatable competitive advantage



Broadfield Communications

Marketing excellence by design

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According to business guru Peter Drucker there are only two functions in business: innovation and marketing.

If you're solely relying on innovation to maintain market share you better be working overtime. China's educational system is producing over 600,000 engineers - every year. That's a lot of potential innovation poised to erode your market share

In addition, modern industrial marketing is undergoing a profound change. According to the Thomas Industrial Network over 90% of buyers are going online first to research suppliers. If your website isn't optimized for today's busy buyers your company is being eliminated as a potential supplier.

There are three key facts you need to know about doing business in today's industrial marketplace:

1. Buyers are going online first to perform their preliminary research
2. It's very difficult to get found in the major search engines
3. Once you do get visitors to your site it's hard to get them to act

So what do you do to get a better ROI from your website?

Simply follow these three steps:

1. Since buyers are going online first to research companies make sure your website is offering them the information they need – when they need it. Leading manufacturers invest in making their websites a place where busy buyers can find the answers they want at *every* stage of their buying process.
2. Once your website is an information resource you need to be found online by qualified traffic. Qualified traffic is the result of your website appearing where your buyers are searching. Having your company listed in FRASERS and other directories as well as optimizing your site for search engines ensures you'll receive highly qualified traffic to your website consistently and efficiently.
3. All of the traffic in the world won't help you if your website isn't converting visitors into inquiries. The last step in building your website ROI is converting more of your site visitors into sales leads, information requests, or online sales. This is done by optimizing every conversion aspect on your website. In addition your site should be structured to nurture the 50% of leads who will buy in 6-12 months.

Coordinating all of the above three steps is a challenge for most manufacturing companies. So what do you do?

The answer is to have a highly optimized website designed by a company with a strong background in industrial marketing. The following are the top five ways we can help you:

Five Ways We'll Add Value To Your Website

We offer you the most comprehensive industrial website design for increased revenues. Here are five of the top benefits you'll receive from a Broadfield Communications website:

1. You'll Maintain Your Global Competitiveness

You'll profit from improved online marketing effectiveness that will become the backbone of an effective global/ China strategy. You'll lessen the effects of low cost imports and: improve customer service, improve your marketing capabilities, attract alliances, and effectively open new marketing channels.

2. You'll Reduce Your Customer Acquisition Costs

Your new website will convert more visitors into qualified sales leads. More conversions mean lower customer acquisition costs and higher net profits.

3. You'll Profit From Premium Profit Margins

Your website will position your company as a thought leader instead of a low cost and low value vendor which means improved profit margins.

4. You'll Expand Your International Activities

Your new website will help you expand your international business activities with greater effectiveness and make your company the logical choice for: joint ventures, representation and sales, distribution, and sourcing in foreign markets.

5. You'll Get Better Results – Guaranteed

Broadfield Communications helps companies that are struggling to increase revenues and lead generation from their websites. We specialize in working with manufacturers and **guarantee** that if you're not delighted with your results you'll get a 100% refund.

If you'd like to turn more browsers into buyers contact us:

Online at: www.broadfieldcommunications.com/website.htm

Toll Free at: 800-353-4447

By Fax at: 866-382-8281