

eMarketing Special Interest Group Roundtable Summary

March 14, 2008

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I. Introduction

This is a summary of the eMarketing Special Interest Group’s (eM-SIG) March 2008 roundtable event, “How Manufacturers are Using the Internet to Grow Business.” The purpose of this roundtable was to show how successful manufacturers are using their Web sites to find new opportunities in a global and flattening world. The roundtable included live case study examples of manufacturers successfully leveraging the online channel to find new customers and discover new markets. There was also an open Q&A session with attendees. The session did not focus on the deep tactical activities, such as search engine marketing and e-mail marketing, but helped businesses to understand how the Internet can reduce marketing costs and increase return on investment (ROI) tied to your growth objectives.

The eM-SIG organizes relevant roundtables, chosen by and for its members, covering a variety of e-marketing topics. If you are interested in joining the eM-SIG and attending a roundtable, visit the eM-SIG Web site and register on the “Join Us” page.

eM-SIG URL: <http://www.emarketinggroup.org/>

II. Organizations in attendance

American Tinning & Galvanizing Co.	Center for eBusiness and Advanced IT	Graham Stamping Co	MAJR Products Co.
Builders’ Hardware and Specialty Co.	Erie Press Systems	Industrial Sales & Manufacturing Inc.	Merit Tool Company
D & E Machining Inc.	ERISCO Industries	Johnson Tool Co.	NWIRC
Dispatch	Flexospan	Lamjen Inc & Venango Machine Co.	Signal-Tech
Steigerwalds			

III. Summary of current situation analysis

3.1 Internet usage patterns among GlobalSpec users. (GlobalSpec users are engineering, technical and industrial professionals searching for components, products, technical information and services.)

- *"90% of the 347 U.S. respondents have used the Internet to find components and suppliers, and 85% go online to obtain product specifications."*
- *"These professionals are also spending more time on the Internet for work-related purposes. 19% spend over 12 hours per week online and 31% spend over 8 hours."*
- The 31% of professionals who spend over 8 hours per week online is an increase from 2006, when it was only 23%.
- *"64% use two or more search engines for work-related purposes. The top three search engines used for work are Google, GlobalSpec and Yahoo!."*
- *"As a result of visiting a Web site, 85% of respondents contacted a supplier and 49% ordered samples."*
- *"As a result of seeing an online ad, 81% of users have visited an advertiser's Web site."*
- *"Traditional media usage continues to decline among engineers. Seven of the top eight resources for researching work-related purchasing were all online resources."*
- These online resources, in order, are: supplier Web sites, general search engines, online catalogs, GlobalSpec, e-newsletters, industry trade publications' Web sites, industry trade publications print and supplier e-mails.

Source:

GlobalSpec White Paper: **GlobalSpec Annual Engineering Trends Survey**. 2007 U.S. Results. GlobalSpec, Inc. 350 Jordan Road. Troy, New York. 12180. Full report available at:

http://www.globalspec.com/wp/GS_EngineeringTrends07

3.2 Tim Lewis, President of Signal-Tech: The importance of dedicated Web site personnel,

- Manufacturers should treat their Web site as part of their business operations.
- Use four Web sites as the primary sales and marketing channel.
- Employ a full-time dedicated Web marketing employee and a full-time dedicated Web optimizer to create e-mail promotions and ads.
- Utilize the Web site as a method of segmenting the marketplace.

3.3 Neal Rabogliatti, Senior E-Strategy Consultant at Catalyst

Connection: Common Web optimization, Web monitoring and lead generation best practices

- You do not need a million dollars to build a Web site. You need time and testing, combined into a strategic plan.
- The Web developer does not know everything - Web sites need a “Web architect” who understands the customer’s needs and wants.
- Just building a Web site does not guarantee traffic. A Web site needs specific keywords with an understandable message.
 - Always research your keywords for relevancy
 - Be specific
 - Plan and pick the right keywords
 - Tries/calls to action
- Optimize your Web site for MSN and Yahoo! search engines, in addition to Google.
 - Search engines are not magic wands. They require site construction and keyword utilization while maintaining relevancy
- A Web site must have a compelling message, especially for conversion and sale generation.
 - Ask for the sale
- Monitoring Web traffic is important.
 - Web Counters are bad for tracking traffic
 - Web Analytics are good for tracking traffic

3.4 Terry O’Laughlin, Vice President of Sales and Marketing at MAJR Products: How the Internet has impacted his career in sales and the success he has experienced by capturing online leads and pushing them through the sales funnel

- Communication is vital between marketing and sales, so leads can be passed from marketing to sales.
- MAJR uses Search Engine Optimization (SEO) and paid placement on search engines to build traffic to their site.
- Web site generated online leads has lead to an elimination of all print marketing materials.
- Leads are highly qualified online, so sales can close most leads.
- Creating a Web site does not replace the need for personal contact between manufacturers and customers.
 - Place your phone number and fax number on every web page, where it is easily found.

IV. Resources

- **GlobalSpec Annual Engineering Trends Survey 2007 U.S. Results (White Paper)**
http://www.globalspec.com/wp/GS_EngineeringTrends07
- **How Manufacturers are Using the Internet to Grow Business**
eMarketing Special Interest Group Roundtable
- **Your Web site as a sales and marketing channel...**
<http://emarketinggroup.wordpress.com/>
- http://www.key-position.com/industrial_marketing_trends.html

V. About the eMarketing Special Interest Group

[The eMarketing Special Interest Group \(eM-SIG\)](#) is for e-marketing practitioners, academics and people in business who share this common professional interest. The forum is for those interested in keeping in touch with the rapidly changing area of Internet marketing.

Members benefit through networking opportunities, sharing ideas and expertise, and the potential to discover new partnerships through a forum of industry experts. Members are eligible for e-marketing training grant reimbursement opportunities and are able to position themselves in the hub of the Northwest PA interactive marketing community.

VI. Roundtables

The eMarketing Special Interest Group provides various roundtables, exclusively designed to meet the interests of its members. Currently, there is no cost for members to attend roundtables or join the eM-SIG. If you would like to learn more about training opportunities, please visit the eM-SIG Web site at <http://emarketinggroup.org/events/>.

VII. Contact

If you would like to know more about the eM-SIG or roundtables, please contact Cathy von Birgelen, the eM-SIG Program Director at cathy.vonbirgelen@ebizitpa.org.