

Greg Carter – Industrial Marketing

Support services for staying competitive and profitable
(CASE STUDIES)

Are you using technology creatively to bring in new business? Need another perspective on sales and marketing efforts? Here are examples that re-invented the way these companies do business.

**Electrical
Distributor**
Pennsauken, NJ

e-Business: create product category tree and standardize corrupted product data with manufacturer product attributes for website navigation. Enable customers to search products, place orders, check inventory and review accounts online.

Outcome: Customers able to review account information online, relieving sales persons from taking customer service calls and give them more time to sell. Online transactions first year (2010) were \$2.4 Million with 1,100 registered users from 310 customer branches.

Customer Relationship Management (CRM): Customize CRM user interface and deliver sales training for Contact Management procedures to 7 national branches.

Outcome: New metrics on Outbound calling campaigns report new customer relationships being developed and tracked in the sales funnel. Salespersons now able to see profitability from prospecting efforts. Outbound calling campaigns now managed and measured.

**Industrial
Sales/Service**
Lumberton, NJ

Digital Marketing: Develop online marketing strategy to generate inbound sales opportunities and online sales activity.

Solution: Created a database-driven search engine optimization process that generated a product landing page for all 2 million products in inventory. Company dominates Google search results within its vertical.

Sales Force Automation: Link Contact Management system with Marketing Database to trigger outbound sales and marketing activities.

Solution: Created Microsoft CRM admin interface linked to customer relational database to trigger marketing communications and report ROI on campaigns.

Services

Database Marketing/Mgmt.
Sales Force Automation
CRM Implementation
e-Business Strategy/Execution
Web Content Management

Search Engine Marketing
Social Media Marketing
IT Augmentation
Web Analytics
Data Normalization

Services that can help you stay competitive and profitable **856.381.7834**

Visit netmarketinginc.com to see more solutions. email: netmarketing@comcast.net