

## Turning the Company Website Into a Prospect Generator

### *A Market-Vantage Client Business Case Study*

#### **The Challenge**

Founded in 1993, Marketreach, Inc., has provided integrated Business-to-Business marketing services and solutions to clients ranging from major Fortune 500 corporations to small manufacturers and suppliers.

The rapid growth that the company achieved created a challenge that is not uncommon in small businesses. While they were highly successful at helping their clients build effective marketing campaigns and customer communications tools, they had little time to focus on their own marketing. The Marketreach web site, designed and built over four years earlier, looked "dated." In addition, it didn't take advantage of any of the latest web marketing, search engine optimization, tracking, and measurement technologies that help identify and qualify new prospects. The site was static and non-interactive.

Working with the management of Market-Vantage, Marketreach embarked on a complete rebuild of their company web site. The first task was to define the business objectives for this new site:

- Generate leads for new business
- Effectively communicate the breadth of Marketreach's services and experience
- Reduce the cost of printing and mailing company capabilities brochures to prospects

These business objectives were to be supported by the following design guidelines:

- The site should be easy to find, even by people who have never heard of the company, using one of the major web-based search engines.
- Visitors should be encouraged to leave contact information behind, and the mechanisms to do so should be simple and straightforward.
- The overall content, layout and navigation should be simple, clean, and logical.
- The amount of information on the site should not be overwhelming. The goal was to stimulate enough interest so that potential clients would want to contact the company to learn more.
- Information on the site should be segmented so that visitors can easily find information specific to their situation
- The messaging should stress benefits to potential clients more heavily than the capabilities of the company.

## **Market-Vantage Services**

Market-Vantage provided consulting services while the new site was being developed, to ensure that there would be no "structural" issues that could negatively affect search engine ranking. We performed extensive search term research which provided an excellent tool for developing new copy, because writing keyword-rich copy is not possible if you don't know which keywords to target. Finally, once the new site was up on a staging server, we optimized the site for our target list of search terms.

## **Implementation**

The content of the site was completely overhauled and re-organized, and the site was given a fresh, new look. In addition, as an incentive for visitors to register on the site, an email newsletter called *The Reach* was developed. Each issue of the monthly newsletter provides a short lesson from the world of B2B marketing in an interesting and humorous format.

Four key characteristics of the new site:

***Interactive*** – the site encourages visitors to interact with Marketreach and provides incentives for them to provide contact information, such as *The Reach* newsletter.

***Measurable*** – the site incorporates the latest Web Analytics technologies which allow real-time reporting on all aspects of site visitors, supporting ongoing analysis of all site traffic.

***Flexible*** – the site is modular in design, allowing the flexibility to easily adjust and tweak the site regularly as more feedback and measurement results are analyzed.

***Optimized for Search*** – By ensuring that the right words and phrases were implemented in the right places, it was just a matter of time before the search engines would start sending relevant traffic.

## **Results to Date**

When the revised Marketreach site was launched, the existing ranking of the site in the search engines pegged the number of all-time unique visitors to the site at an average of between 90 and 140 per week. Within three months, the average number of weekly unique visitors had crept up over 200.

In the first six months after "flipping the switch," the new site drew in over 6,000 unique visitors. Currently, the site is drawing about 300 unique visitors per week. (An all-time unique visitor is someone who has not visited the site before.) Of those, an average of 8% are leaving behind some form of contact information in any given week. Compared to other sites with similar objectives, an 8% conversion rate is excellent.

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Factors include careful keyword selection, which brings in highly-targeted traffic, and the messaging on the site, which speaks directly to the visitor's needs.

Most importantly to Marketreach, the new site generates a steady flow proposal opportunities. Many new proposals have been accepted, and the company has a growing roster of clients.

The Marketreach web site continues to undergo tweaks and improvements as more is learned about visitor behavior and preferences. Traffic continues to improve over time, which, in turn, has accelerated new business acquisition for the company. Overall, the investment in the new site has generated a very positive return.

The Marketreach, inc. website is at <http://www.mreach.com>

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Market-Vantage specializes in Internet Marketing, helping companies drive relevant traffic to their websites and convert those visitors into prospects. Market-Vantage can be found on the web at <http://www.market-vantage.com>