

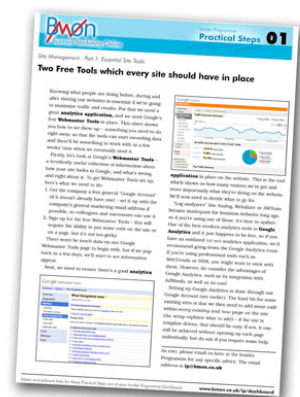
What can we do to help?

The Insider Programme

Like many industrial and scientific companies, you probably have to tackle your online marketing activities, such as website maintenance, in-house. However, it's not always easy to know **what** needs to be done, **why** and **how**. The **Insider Programme** is a proven way of lifting the lid on the black box of website design, search engine optimisation, email marketing, pay-per-click advertising and more, **showing you exactly what your company needs to do**, and explaining it all in an understandable, step-by-step way.

What we've done is to take everything you need to know about online marketing and break it down into a series of 52 advisory sheets. As an **Insider Programme** member, you'll receive one of these *Practical Steps* sheets every Friday by email – a quick 10-minute read which will steadily expand your knowledge of how to make your company's website, email marketing and online advertising really start to produce results. Implementing the suggestions can take minutes, or you might want to make them into more substantial projects – it's up to you.

There's more. When your online marketing starts to take off, you'll want to monitor the results. As part of our *Practical Steps* sheets above, we'll ensure you've got professional-standard website visitor traffic monitoring set up, and that you can interpret the results. But another way of measuring your success will be to keep an eye on **your website's position in the search engine results** for your most important search terms. We'll record this for you, and send you weekly graphs of how things are developing.



Finally, one of the many things we emphasise on the **Insider Programme** is the importance of links to your website from other sites. To demonstrate this and to get things kicked off, you'll get a permanent page in our online **Company Directory**, giving you some quality links and another boost in the search engine rankings.

You might think that the cost of access to all this expertise and reporting might be substantial, but we've decided to build a large community of like-minded people from the industrial and scientific sectors – and that's why subscription to the **Insider Programme** is **just £100 per month**. What's more, there's no ongoing contract, so it costs very little to give it a try. Dozens of companies like yours have joined since the launch in 2008. The testimonials we've had agree that not only is it a low-cost way of mastering every aspect of online marketing for industrial and scientific companies, but it will pay for itself many times over by ensuring you know what you can tackle in-house, only commission the work which you *need* to, always advertise where it's most effective, and understand how much everything should cost.

Your company website **has to be** the focus of your marketing activities nowadays. The **Insider Programme** will ensure you're confident in implementing every aspect of online marketing.

"Chris Rand (of Business Marketing Online) has proven experience in B2B industrial marketing, both as a founder of the hugely successful Pro-Talk web sites and associated e-newsletters, and as a former editor of one of the UK's most respected industrial design magazines. He therefore understands the industry and the challenges faced by B2B marketers, who do not have the large resources enjoyed by other sectors. This coupled with a practical approach and ability to actually listen to our challenges, makes him a great partner in the fast moving world of e-marketing"

Chris Pockett, Group Marketing Services Manager at metrology specialist **Renishaw plc**