

## **Building an Effective Business to Business Website**

*"We have a domain name, and have produced a great website telling people who we are and what we do, Job done!"*

This is traditionally the approach taken by many B2B SME's when it comes to the web, and it is a valid step, allowing prospective customers to find out about your organisation, and to aid them in making a purchasing decision.

However, in taking this approach, organisations are missing out on one of the key benefits of the web; its ability to deliver dynamic information about your organisation, and to facilitate cost effective **TWO WAY** communications with the marketplace.

So how do you make the most of the web in B2B markets?

In order to be effective, a website needs to be:

- Quick to load
- Dynamic
- Interactive

### **Quick to load**

Even in the days of readily available broadband internet connections, it is always good practice to assume that your users will be accessing your site using a dial up connection. By doing this it will be acceptable to those who are, and lightning quick for those who are on broadband.

Always think twice before including animations & flash, and ask the question, "*does it really add value to the site?*" if you can not honestly answer YES this question, then leave it out.

### **Dynamic**

Websites are, easy, and inexpensive to update, allowing content to be dynamic & up to date.

One way to get people coming back to your site is the promise of new, relevant and interesting content with each visit. The first thing to ensure is that the site is designed in such a way to make updating easy. Once this is done, adding content like case studies, press releases, technical articles, or links to interesting websites is easy, and will promote your capabilities in an interesting and practical way. Highlighting the benefits of using your products & services, it will also keep people coming back to your site.

### **Interactive**

Websites are great for gathering information on your customers. In its simplest form, this may be through a basic enquiry form. But assuming the incentives are there (free access to interesting information for example) it should be possible to get visitors to tell you about themselves & their interests, allowing accurate targeting in future marketing campaigns.

Other content to consider to make your site interactive are:

- Discussion forums
- Email newsletters & site updates
- Customer service questions & answers
- Technical support FAQs

Content like this will not only keep your site fresh & interesting, keeping people coming back, but may also cut costs through reducing mundane customer service & technical support calls, whilst enhancing the your service by making support information available 24/7.

#### **The web and proactive promotion**

Taking this approach is likely to have a very positive side effect, a growing list of potential customers who have given you their contact details through the site. This opens up the proactive marketing opportunities of the web through E-mail newsletters and web updates offering further opportunities for keeping in touch with the market & promoting your capabilities.

More information on building a professional B2B web presence can be found at [www.bsamarketing.com](http://www.bsamarketing.com) including more info on e-mail marketing.