



Pictured: Richard Griffiths (left) of B2B Quote with James Pennington, of the National B2B Centre



The web proves to be the business

From day one, brothers Richard and David Griffiths took advantage of e-business in setting up their company.

As business partners, they set up a website called www.b2bquote.co.uk in 2006 which would be core to their business.

The idea was to offer an online portal where both the public and private sector can register details of a contract that needs fulfilling in order to attract companies to pitch for the business via the site.

It also gave firms the chance to register themselves as suppliers of goods and services on the site.

So, practically, it gives companies the chance to both win new business and also benefit from a more efficient, cost-effective way of finding other companies to carry out work they required – all online.

“The system that those using the website see is very simple and easy to use,” said Richard. “They can look for potential new contracts in whichever

area of business they are in, everything from PR and marketing to air conditioning.

“My brother’s background is in IT and he has built the system behind the website which works extremely well.”

Objectives

As an online portal for business contracts, the company needed to ensure that all those public and private organisations that could benefit from www.b2bquote.co.uk were aware of it.

While regular marketing would be of benefit, the brothers knew that they needed to get the message to those who were internet savvy as the service is totally web-based.

The key element was to attempt to get anyone using search engines to look for suppliers of goods or services to be directed to their site.

“Not many people will type in ‘business to business web portal’ or ‘where to find how to pitch for new business’ necessarily. Their searches will be much more specific than that.

“The ultimate aim was to get as many people as possible – either those looking to post contracts on the site or those looking to pitch for them – to find out about us.”

E-marketing

B2BQuote undertook a series of pay-per-click campaigns on Google and also ensured that the site was search engine optimisation ‘friendly.’

As well as attracting those who would type in keywords such as ‘tenders’, it was also set up to be high on Google and Yahoo rankings for many of the specific 75 product and service categories listed on the site.

“We got onto the first page of Google for, say, ‘tenders’ or ‘request a quote’ and we also made some headway on the product and service categories,” said Richard.

Along with that, the company used e-mail campaigns to target specific organisations.

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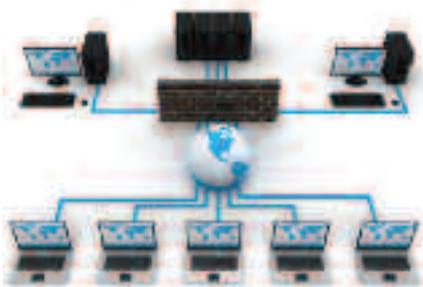
Results

The results of e-marketing have been outstanding for the company as 12,000 businesses and organisations across the UK and Ireland have registered with www.b2bquote.co.uk.

The company is now getting 40 to 50 new registrations each day – the majority of which have found the site through the company's e-marketing campaign.

In turn, a series of other businesses have benefited from the site having landed new contracts or having saved thousands of pounds on finding suppliers.

"The system works," said Richard. "And what is extremely heartening is that we are getting so many renewals after organisations have been registered for a year. That was the acid test for us."



The future

In reverse to many companies, B2BQuote is now turning its attention to business events that will be complemented by the web page.

"Most companies start by offering a service and then go onto the web – we've done it the other way round," said Richard.

The events will give firms the chance to find out more about the online portal and also to offer training sessions on how to win public sector contracts including those for the 2012 Olympics.

James Pennington, of the National B2B Centre – the e-business centre of excellence for the West Midlands, said: "This is very much the future for the way companies and organisations will look for suppliers of goods and services.

"B2BQuote have spotted that early and by using e-marketing, have managed to make it very successful."

Further Information

Do you want to make your website search engine friendly? Do you want to discover pay-per-click advertising?

If you would like advice on e-marketing then contact the National B2B Centre using the details below.

Search Engine Optimisation Tips

- To ensure your website is visible in the major search engines, such as Google and MSN Live, it should be populated with keywords that match the terms clients will search for to find your products and services
- Your website's keywords should be included in page titles (the text that appears in the top left bar of your web browser), headings, link text and page text
- To differentiate from the competition you should use keyword phrases, as well as single words, to increase the chance of your website being found in search results
- To see how many pages of your website are ranked in Google or any other search engine type site:www.yourdomainname.co.uk into the search engine
- The Google Webmaster page provides further information on search engine optimisation, indexing and ranking www.google.co.uk/webmasters
- To see your website statistics, such as the number of visitors and the most popular pages, register to use the free Google Analytics tool at www.google.co.uk/analytics
- To assess your website's current search engine performance use the National B2B Centre's review tool at www.nb2bc.co.uk/seo.



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The National B2B Centre

Helping growing businesses make smart e-business decisions

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