

# EUROPAGES

B2B MARKETING SOLUTIONS



## **E\*PAGE** YOUR COMPANY PROFILE

### **Create a landing page to fit your image**

B2B buyers spend a lot of time on the internet, especially at the beginning of the purchasing cycle when they start looking for options that might meet their needs or solve their problems.

This is the upstream research phase, when they fine-tune their specifications and requirements, long before they first make contact with any potential suppliers. This means that buyers draw up their shortlists without making contact with you, working only from information gathered online. If you are going to attract potential clients to your company and your solutions, the very first thing you have to attract is their attention.

You should think of your E\*Page in the same way that you think of your website. It is a sales tool that your potential customers will come across online, so put yourself in their place: think about what information is the most important for potential buyers, your visitors, to help them to decide to make a purchase, and make sure that this information is accessible.

First comes a description of your company. This is where you can clearly set out to your potential clients how you will go about meeting their requirements. Use a selection of relevant keywords in your description and write with the user in mind. Use a

description that describes your business precisely. Avoid using messages that are too generic or simply corporate-speak when talking about quality, customer policies, and so on.

Your E\*Page is a page that will be indexed by Google and other search engines. The quality and accuracy of its content is critical. The objective is for buyers to be able to find you at the start of the purchasing cycle, when they are exploring the solutions available. Beyond ensuring you can be found, your E\*Page then gives you the chance to interact with the buyer, increasing the chances of your solutions being shortlisted.

***The EUROPAGES consultants will help you to create your E\*Page and your content will then be translated into 15 languages, meaning that your potential clients will be able to discover your solutions in their mother tongue.***

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***Inbound marketing refers to marketing activities that bring visitors in, rather than marketers having to go out to get prospects' attention. Inbound marketing earns the attention of customers, makes the company easy to be found, and draws customers to the website by producing interesting content.***

*(Source: Wikipedia)*

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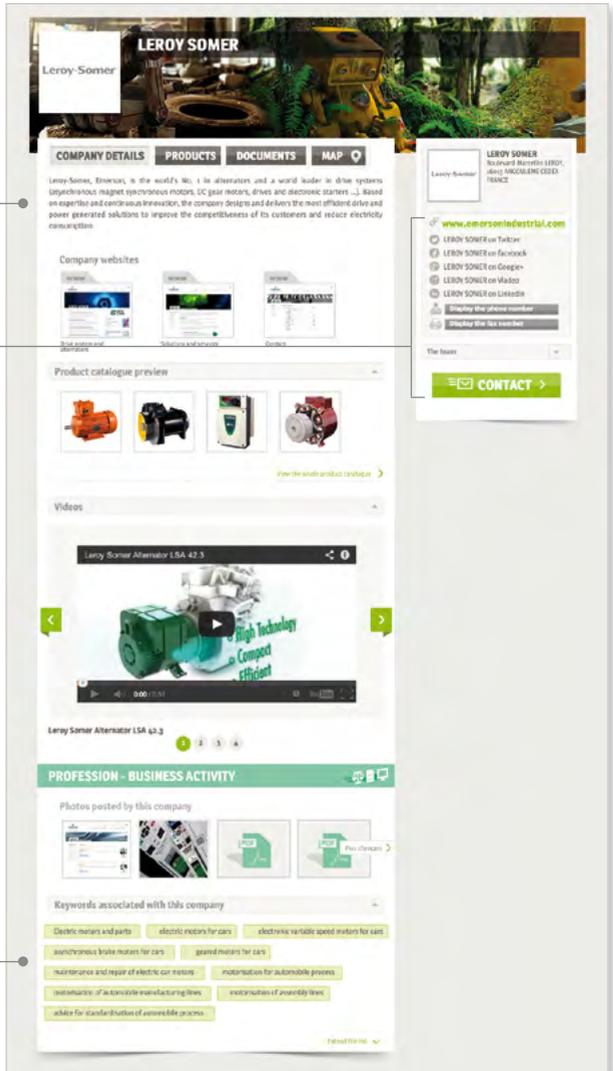
Start of the purchasing cycle



Business description:

Content indexed and translated into 15 languages

Interact with the buyer



Keywords and tags:

Content indexed and translated into 15 languages

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