

# **Internet Listing Project**

## **Overview**

The objective of the internet directory and free listing research was to locate existing online information about:

- The \* Corporation
- \* Products
- And, recommend additional placement opportunities

This project had the following goals:

- Locate, update, and enhance (where possible) current \* Corporation contact and directory listings
- Identify additional free listings
- Identify additional pay listings

The \* internet listings are organized on the attached spreadsheet in two categories, publications and associations.

## **Summary**

- The spreadsheet indicates current \* Corporation directory and index listings that were identified through publication and application materials supplied by \*, and through online research. We believe this list to be as complete as possible, however we recommend quarterly reviews to ensure accuracy and completeness.
- The majority of online listings for the \* Corporation are directory listings and complimentary services provided by publications in which \* has purchased print advertising in the magazine or buyer's guide. Associations in which \* is identified as an active member usually provide an online directory of members, which may include product and corporate contact information.
- Review of selected print publication websites for online advertising shows material handling industry specific buying for online advertising by competitive manufacturers.

## **Summary (continued)**

- Statistics for user access and traffic on the Modern Materials Handling web-site indicate the most frequently accessed pages are the main page and the first page of departments or categories. Pricing for online advertising space and placement in all sites reflects this popularity/visibility.
- Banner ads in key market publication websites where \* is listed in directories and buyer's guides are recommended as opportunities for \* to expand brand awareness online.
- Review of the following eight key markets served by the \* Corporation provided additional online advertising opportunities in Food/Grocery, General/Refrigerated Warehousing and Motor Vehicle industries. The other five key market online publication had no material handling industry affiliation and were not conducive to placing ads for \* products:
  - Food/Grocery
  - General/Refrigerated Warehousing
  - Motor Vehicle
  - Electrical/Electronic
  - Lumber/Building/Home Supplies
  - Medical/Pharmaceutical
  - Paper/Publishing
  - Retail/ Department Stores

## **Actions**

Online listings are controlled and maintained by the website and with one exception (Transportation & Distribution) current listing updating is unavailable to the member/user. All changes and updates were requested in writing via e-mail messages to the publication and followed up with phone calls. *A quarterly review of free listings for updates and maintenance is recommended.*

### **Publications:**

Material Handling Management - changed contact name to \_\_.

Modern Materials Handling- added e- mail address.

Transportation & Distribution - changed contact name.

Warehouse Management - changed contact name.

### **Associations:**

Food Distributors International - changed contact name and replaced logo.

Hunt-Scanlon - changed contact name.

International Mass Retail Association - added URL hotlink to listing.

Industrial Truck Association - updated e-mail address.

## **Recommendations**

While the \* Corporation listings are placed in a variety of industry publications that serve key \* markets, Internet ad purchasing appears to be very specifically targeted. In fact, based on the sample of publication websites in the spreadsheet, a review of paid online listings and advertising found banner and logo ads for competitive manufacturers only in material handling publication sites.

The \* Corporation has a banner ad in the Material Handling Product News online Buyer's Guide in the sub category: Lift Trucks. While The \* ad is located in an appropriate product category, as reflected in the traffic report from December, *we recommend purchasing placement on a more visible and visited level such as the Buyer's Guide page. A banner ad on a department page can be purchased annually for \$4,500.* This more prominent placement would generate more "views" and increase exposure for the \* brand.

A review of the ten most requested pages at the Modern Materials Handling site shows an average of 13,000 visits for the previous three months. *We recommend a banner ad on the Warehouse of the Month page at an annual cost of \$11,000.*

While no traffic statistics are available for Materials Handling Management (formerly Materials Handling Engineering) all three materials handling publications have nearly identical print circulation statistics and *we recommend \* place a banner ad in Materials Handling Management on a page with high visibility and visits such as the homepage. Rates for banner ads are priced at \$80 per thousand impressions.*

Online advertising of forklift manufacturers seems to be limited to material handling internet sites. This presents an excellent opportunity to promote \* brand awareness online by targeting banner ads in other industry publication websites. *We recommend placing banner ads on the website front pages in the Automotive Manufacturing & Production at \$3,600 annually, Transportation & Distribution priced at \$80 per thousand impressions, Warehouse Management at \$12,000 annually and Buyer's Guide page storefront ad in Food Logistics at \$3000 annually.*

*Additionally, we recommend annual banner ads on the home page in two Thomas Publications online sites, Industrial Equipment News, and Product News Network at \$4,000 each, both of which were re-designed and launched in March, and present good opportunities for online promotion of the \* brand. At present there are many open spaces and it may be a good opportunity to use this as leverage to negotiate better pricing, placement and terms.*

### **Recommendations (continued)**

We have identified four organizations as worthwhile complements to \* current association memberships. These organizations support and are affiliated with the material handling industry, and we recommended membership for the \* Corporation:

- American Trucking Association
- Automotive Industry Action Group
- Council of Logistics Management
- Warehousing Education and Research Council

Five online publication directories have been identified as new listing opportunities:

- Food Engineering <http://www.foodexplorer.com>
- Food Manufacturing <http://www.foodmanufacturing.com>
- Industrial Distribution <http://www.manufacturing.net/magazine/id>
- Logistics Management <http://www.manufacturing.net/magazine/logistic>
- Industrial Product Bulletin <http://www.ipb.com>

### **Attachments:**

Materials supplied by The \* Corporation

Rates for online advertising

Spreadsheets for publications, associations, and new listings.